

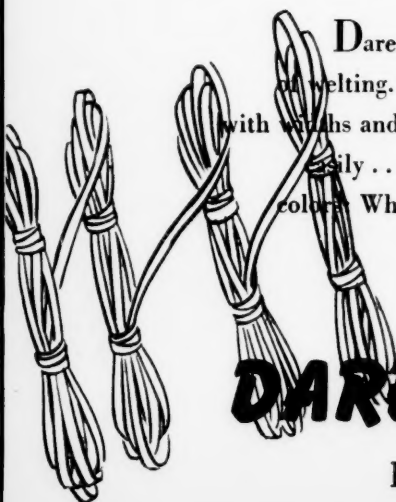
LEATHER *and* SHOES

Let's talk sense . . .

THIS KIND



A hard, clear-cut saving up to 6¢ a pair is yours for the asking. Just specify Darex Goodyear Welting for your shoes. No other change you can make saves as much. Already used successfully in millions of pairs of shoes, *Darex Goodyear Welting* is a known, time-tested product.



Darex Goodyear Welting averages only 1 splice to every 200 yards of welting. The 50 yard hanks are of 1/9 in. and 1/12 in. thickness with widths and bevels to meet your needs. Darex Goodyear Welting handles easily . . . trims perfectly . . . finishes like leather. Comes in four colors: White, Army Russet, Natural and Black.

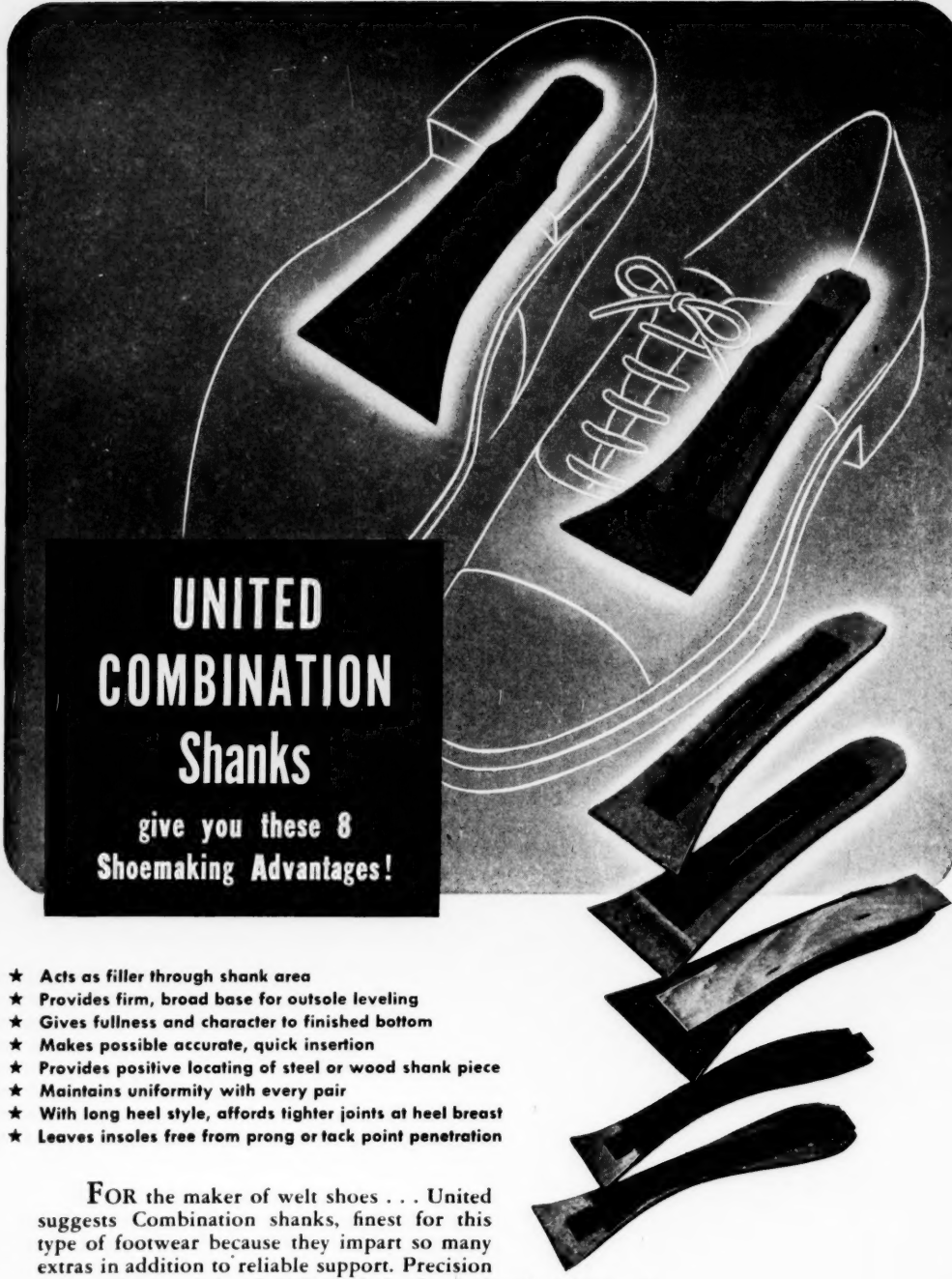
Remember: Get the facts. They'll save you money. Talk with our salesmen or write us directly.

DAREX Goodyear Welting

Dewey and Almy Chemical Company

Cambridge 40, Massachusetts

DAREX — trade mark of the Dewey and Almy Chemical Company



UNITED COMBINATION Shanks

give you these 8
Shoemaking Advantages!

- ★ Acts as filler through shank area
- ★ Provides firm, broad base for outsole leveling
- ★ Gives fullness and character to finished bottom
- ★ Makes possible accurate, quick insertion
- ★ Provides positive locating of steel or wood shank piece
- ★ Maintains uniformity with every pair
- ★ With long heel style, affords tighter joints at heel breast
- ★ Leaves insoles free from prong or tack point penetration

FOR the maker of welt shoes . . . United suggests Combination shanks, finest for this type of footwear because they impart so many extras in addition to reliable support. Precision fitting, characteristic of all United shanks, is found in both the cover and the steel (or wood).

For greatly improved shoemaking, try United Combination Shanks. Ask your United man about a shoemaking trial with a Combination shank individually suited to your shoemaking.

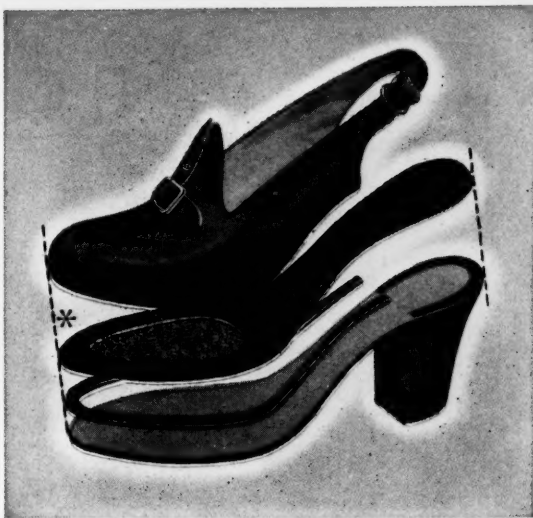
United Shoe Machinery Corporation
BOSTON, MASSACHUSETTS

How Cushion Cork makes shoes more flexible

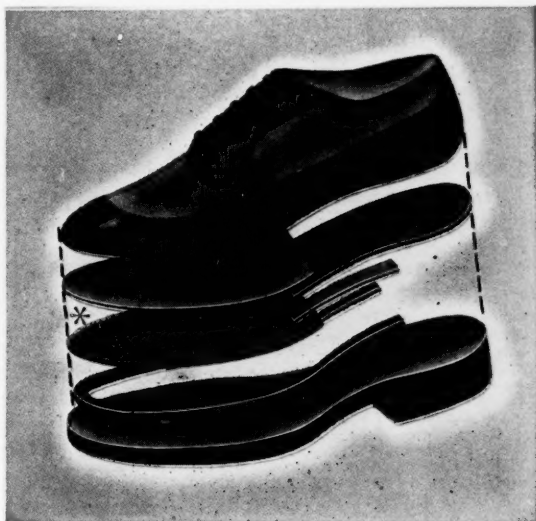
* You can see at right how two leading manufacturers have created more flexible and more comfortable shoes by using Armstrong's Cushion Cork. This versatile material offers manufacturers great freedom in designing better shoe constructions. It can be used as filler pieces, platforms, midsoles, or in combination with midsoles. It comes in any desired thickness and can be cut easily to any wanted shape.

Cushion Cork is made of springy cork particles mixed with a sponged synthetic rubber binder. Underfoot it absorbs the shocks and jars of walking. Thousands of tiny pores contract and expand with every step to encourage circulation of air around the foot. It also provides added insulation against both heat and cold.

See for yourself how Cushion Cork will help you build better, more salable shoes. Ask your Armstrong representative for samples and detailed information. Or write Armstrong Cork Co., Shoe Products Dept., 8807 Arch St., Lancaster, Pa. Available for export.



As an insert. The Grossman Pedemode, a Goodyear welt shoe, uses a die-cut leather insole with a Cushion Cork insert. This, Grossman finds, increases flexibility 75% to 80%.



As a filler piece. J. P. Smith use a 1/4-inch filler piece of Cushion Cork in their "British Walkers." This resilient filler cushions the foot, gives greater freedom of movement.

CUSHION CORK AND FLEXICORK ARE REGISTERED TRADE-MARKS.

ARMSTRONG'S SHOE PRODUCTS

BOX TOE MATERIALS • FLEXICORK • FILLERS • CUSHION CORK • CORK COMPOSITION

LEATHER and SHOES

ESTABLISHED 1890

PUBLISHER
Elmer J. Rumpf

EDITOR AND ASST PUBLISHER
William A. Rossi
10 HIGH ST., BOSTON 10, MASS.

MANAGING EDITOR
Charles R. Byrnes

NEWS AND MARKET EDITOR
Irving B. Roberts
10 HIGH ST., BOSTON 10, MASS.

ADVERTISING MANAGER
Philip Melhado

CIRCULATION MANAGER
June Mason

OFFICERS

President: Elmer J. Rumpf; Vice Presidents: C. E. Belding, F. G. Moynahan, W. A. Rossi, C. R. Byrnes; Secretary: L. C. Bedford.

COPYRIGHT 1949

By

THE RUMPF PUBLISHING CO.
(Formerly Hide and Leather Publishing Co.)
300 WEST ADAMS STREET
CHICAGO 6, ILLINOIS
PHONE—CENTRAL 6-9353

BRANCH OFFICES

BOSTON 10, MASS.—Frederick G. Moynahan, 10 High St., Liberty 2-4652 • NEW YORK 7, N. Y.—Cardwell E. Belding, 20 Vesey St., Barclay 7-8783 • PHILADELPHIA 40, PA.—Cardwell E. Belding, 6008 Jefferson St., Greenwood 7-6785 • CINCINNATI 2, OHIO—Robert O. Bardon, 529 Sycamore St., Main 6662 • ST. LOUIS 6, MO.—William Creahan, 2549A N. Market St., Central 3494 • GREAT BRITAIN, AND EUROPE—J. B. Tratsart Ltd., 5 London St., London, W. 2, Paddington 5946.

MEMBER: AUDIT BUREAU OF CIRCULATIONS



MEMBER: ASSOCIATED BUSINESS PAPERS

LEATHER and SHOES, The International Shoe and Leather Weekly, published weekly (one additional issue during February, May, August, November and December) by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill. Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Pontiac, Illinois, pending.

CONTENTS

FEATURES

DEPRESSED SHOE PRICES—OPERATION RAT-RACE

By William A. Rossi 15

Every year more than half of all shoe manufacturers operate without profit or at a loss. Here is a startling study of facts revealing an industry with a healthy body but a sick mind. The first of two articles.

NEW DEVELOPMENTS

20

Some late developments in the shoe industry including: Cement shoe press . . . Leather embossing machine . . . New footrule . . . Plastic Insole machine . . . Rubber work shoe . . . Modernized upper Cementer . . . and others.

FOREIGN NEWS AND MARKETS

25

To various continents and various countries to give the background of markets as they affect the industry. Included are: Iraq, Egypt, Nigeria, Africa, Syria, China, Israel, Poland, Italy, Philippines, Russia, Norway, Czechoslovakia, and Sweden.

NEWS HEADLINES

6 MONTHS SHOE OUTPUT OFF 5.6%

TC estimates 35 million pairs in June

10 MFRS. OVERBID ARMY CALL FOR 300,000 PAIRS OXFORDS

Doyle Shoe Co. lowest bidder

L. V. MARKS CLOSES VANCEBURG PLANT

To consolidate production

NATIONAL SHOE FOUNDATION TO OPEN CENTRAL LAB

Formal opening in Boston July 20

CZECH SHOES THREAT TO U. S.

Rep. Patterson claims underbidding threat to labor.

SCHIFF RIBBON—LAWRENCE SCHIFF MERGE

WEEKLY DEPARTMENTS

EDITORIAL	6	TANNING MATERIALS	36
NEWS	8	DEATHS	37
LABOR NEWS	29	HIDES AND SKINS	39
SPOT NEWS	29	WANT ADS	41
PERSONNEL	32	COMING EVENTS	42
LEATHER MARKETS	33	INDEX TO ADVERTISERS	42

Smart Set...



"Fulmer Custom Built" seat covers by Arthur Fulmer, Memphis, Tenn.

Geon paste-coated fabric by American Finishing Co., Memphis, Tenn.

in more ways than one!

WITH a set of these "custom-built" seat covers, you're set for the life of your car! For where the wear is hardest, these smartly styled covers have an *extra* feature. The colorful top and side panels are a Geon-coated fabric... with all the rugged, long-wearing qualities typical of Geon.

These panels are coated with Geon paste resin—one of the newest members of the versatile Geon family of polyvinyl materials. This unique resin is remarkably easy to process. Economical to use, too—because it requires simpler coating equipment than other materials.

And consider the many additional advantages! It proofs the panels against cracking or scuffing. It makes them weather-resistant—they just ignore sun or rain. It helps them *stay* clean—soil or smudges wipe off easily. And the attractive color never rubs off—because Geon takes colors permanently, brilliant or subdued, as you like.

This typical example of the many uses for Geon materials may spark an idea for you. It may open the door to improving your products or developing new ones. Why not find out? Send for complete information about the many applications for Geon.

We make no finished products from our raw materials. But we're always ready to show you how you may use them profitably. Helpful, technical advice on your problems is yours for the asking. Please write Dept. T-S. B. F. Goodrich Chemical Company, Rose Bldg., Cleveland 15, Ohio. In Canada: Kitchener, Ontario.



B. F. Goodrich Chemical Company

A DIVISION OF
THE B. F. GOODRICH COMPANY

GEON polyvinyl materials • HYCAR American rubber • GOOD-RITE chemicals and plasticizers

EDITORIAL

Higher Shoe Consumption Is Not The Answer

THERE is a mounting phobia afflicting the shoe industry. The idea is simply this: the answer to all our troubles is to increase shoe consumption. If we raise per capita shoe consumption from, say, three to four pairs, then all of us—shoe manufacturers, retailers, tanners, suppliers, etc., will be busy, prosperous and happy. Increased volume is the remedy for all our ills.

This philosophy is growing more popular. Unfortunately it is a dangerous philosophy that, if continued, is destined to do irreparable harm to the entire shoe industry and the allied trades. It is high time to demonstrate conclusively that the theory of higher shoe consumption is punched full of holes.

Now, for the past 50 years per capita shoe consumption has consistently remained at around three pairs annually. Good times or bad the per capita consumption pattern has not changed appreciably. We have had boom periods such as 1913-20, 1923-29, 1946-48; we've had depressive periods such as 1920-21, 1930-34. But the per capita shoe consumption was *no different* in the boom or depression periods.

In 1943, for example, when national income hit the record peak of \$224,000,000,000, the percentage of consumer spending for shoes was 1.35; in 1932, the pit of the depression, when national income was five and a half times smaller (\$41,000,000,000), percentage of consumer spending for shoes was 2.45. In short, the mere fact that people have enormously greater purchasing power, *does not increase their consumption or buying of footwear.*

This holds enormous significance. Purchasing power, high or low, does not alter the per capita shoe consumption pattern. It is obvious that there is a "saturation level" to shoe consumption, and this level stands at around three pairs per capita annually.

But why, through more aggressive merchandising, can't we increase this per capita consumption? All right, let's assume that in a given year the

industry, through a powerful promotional campaign, managed to increase shoe consumption to four pairs. This means we would have made and sold more shoes and shoe supplies. A record year of prosperity would have been established for the industry.

But it would be a false and artificial prosperity. By aggressive promotion we can make people *buy* more shoes, but we cannot make them *wear* more shoes. What would happen? If the consumption saturation point per year per capita stands at three pairs, then that's all that could be worn. The additional pair that was sold would be surplus, relatively unworn. So this pair would be "carried over" to the following year. As a result, consumers would then buy *two* pairs per capita, and having, with the carried over extra pair, their required three pairs for the year. Thus the industry would force itself into a year of high production followed by a year of low production.

Equally important, the industry would not be benefiting the consumer by virtually forcing that extra "surplus" pair onto the consumer. The consumer would eventually rebel, not by mutinous voice but by the more realistic method of buying fewer pairs in the following year. The only way that increased shoe production and sales can be successfully and permanently achieved is by increasing actual *wearage* of foot-

wear by consumers—by devising some way that consumers will willingly and habitually *wear out* four pairs instead of three pairs a year. And we have yet to come up with the Houdini who knows the trick to that one.

The industry's drive to increase per capita shoe consumption is an act of blind, irrational desperation. For the past quarter of a century, *approximately 50 percent of all shoe manufacturers every year operate at a loss.* This is a shocking and catastrophic condition for an industry whose market is so stable and solid. If so many producers operate at a loss, then logically to increase volume will serve only to increase losses.

With this increase-per-capita-consumption theory so popular we find an industry with a healthy body but a sick mind. Its real sickness is its failure to operate with a profit. It is shocking to see so many producers submitting to profitless operations. It has been their own fault—the fault of a distorted economic perspective.

One of the major causes has been the irrational squeeze toward depressed shoe prices as forced by irrational shoe buyers. The result of such pressures has been a continuous down grading of quality whereby the industry has created a lower standard of shoe satisfaction in the minds of consumers.

If consumers "demand" lower-priced footwear it is largely the fault of shoe producers and retailers who have made low price the main instrument of their merchandising. To produce such footwear at today's costs requires an appreciable sacrifice of quality and other standards of essential shoe performance. Thus, consumers receiving such low-priced footwear which does not meet a wholesome level of quality and performance which should be required of *all* footwear are certain to develop less and less respect for the industry and its products.

If the industry would put as much concentration on quality and performance as on price in its merchandising, it would soon gain *public acceptance* of higher prices matched by better quality. This would relieve the pressure on producers and retailers alike; would create a profit where none exists today; would substantially improve the financial health of the industry; and perhaps most important of all, would give better shoe satisfaction to consumers.

NOTICE

Anyone desiring reprints of LEATHER and SHOES' editorials may obtain them at the following nominal cost:

Up to 100.....	10c each
200-500	5c each
1,000 or over	2½c each

SOLE LEATHER
At its Best

DISTRIBUTED BY
HOWES LEATHER COMPANY
Inc.

- ★ 321 SUMMER STREET, BOSTON, MASS.
- ★ 4649 SHAW AVENUE, ST. LOUIS, MO.
- ★ 130 NORTH WELLS STREET, CHICAGO, ILL.



There is **NO SUBSTITUTE**
for **SOLE LEATHER**
for foot comfort

CUT SOLES
by
TANNERS CUT SOLE DIVISION

BOSTON ST. LOUIS CHICAGO

NEWS

6 Mos. Shoe Output Off 5.6%

Shoe production in the first six months of 1949 totaled 224,287,000 pairs or 5.6 percent less than in the same period a year ago, the Tanners' Council estimates. Output in the first half of 1948 was 237,676,000 pairs. This year's figures, however, were only 2.4 percent less than the 229,795,000 pairs produced in the period Jan.-Jun. 1947.

The Council estimates that June figures will approximate 35 million pairs and that May shoe production totaled 33 million pairs. According to this, June production will be 8.9 percent lower than the 38,417,000 pairs turned out in June, 1948. June marks the ninth consecutive month in which shoe production figures have fallen below comparative figures for the previous year.

Commenting on these figures, the National Shoe Manufacturers Assn. points out that a six-month shoe production total of approximately 224 million pairs does not necessarily indicate output for the year will fall below 1947 and 1948 figures. Total output in 1947 exceeded 1948 figures by six million pairs although first six-months output in 1947 was eight million pairs below that of 1948.

The Tanners' Council reports that the largest production decline, percentage-wise, occurred in misses' and children's footwear which during the first five months of this year dropped 12.6 percent below comparative 1948 totals. Best showing took place in the miscellaneous category, mainly houseslippers, which gained 2.5 percent. Women's shoes dropped 1.38 percent.

Footwear shipments during April totaling 37,584,000 pairs were valued at \$134 million, an average factory value of \$3.55 as compared with \$3.63 in Mar., 1949 and \$3.73 in April, 1948.

The Council states that this is a sharp drop from the \$3.91 level main-

tained during the entire first quarter of 1948. Low point a year ago was reached during May when value dropped to \$3.59 per pair. Wholesale price changes, increased production of lower priced lines, as well as an increase in the proportion of lower priced types (children's vs. adult shoes) may have helped to bring the April 1949 average to its lowest point since Nov., 1946 when the average value was \$3.43 a pair.

Shoe Production—First 5 Months				
(000 pairs)	1949	1948	%	Change
Men's	41,320	45,402	—	9.0
Youths' and boys'	6,032	6,415	—	6.0
Women's	87,156	88,342	—	1.3
Misses' and Children's	23,234	26,588	—	12.6
Infants' and babies'	15,816	17,172	—	7.9
All Other				
(slippers, etc.)	15,729	15,349	+	2.5
Total	189,287	199,259	—	5.0

10 Mfrs. Bid on Army Call For 300,000 Pairs Oxfords

Ten shoe manufacturers submitted bids to the New York Quartermaster Purchasing Office on QM-30-280-4-1419 covering 300,000 pairs of black leather oxfords. Lowest bidder on the procurement for the Air Force was Doyle Shoe Co. of Brockton which submitted a bid for 30,000 pairs at \$3.815 net per pair. Craddock-Terry Shoe Corp., of Lynchburg, Va. was next lowest with 100,000 pairs at \$3.84 (1/10th of 1%) while Endicott-Johnson Corp. bid on

300,000 pairs at \$3.845 net. Bidders, quantities and prices are listed as follows:

General Shoe Corp.: 100,000 prs. @ \$3.90 NET, 100,000 prs. @ \$4.15 NET, OR 200,000 prs. @ \$4.02 NET.
E. J. Given Shoe Co., Inc.: 90,000 prs. @ \$3.95 (1/10 of 1%).
Endicott Johnson Corp.: 300,000 prs. @ \$3.845 Net.
The John Foote Shoe Co.: 60,000 prs. @ \$4.32 Net.
Doyle Shoe Co.: 80,000 prs. @ \$3.815 Net.
Craddock Terry Shoe Co.: 100,000 prs. @ \$3.84 (1/10 of 1%).
Belleville Shoe Co.: 45,000 prs. @ \$4.05 (1/10 of 1%).
Hubbard Shoe Co.: 60,000 prs. @ \$4.00 (1/10 of 1%).
J. F. McElwain Co.: 100,000 prs. @ \$3.915 Net.
Brown Shoe Co.: 150,000 prs. @ \$3.90, 150,000 prs. @ \$3.95, OR 300,000 prs. @ \$3.92— $\frac{1}{2}$ (NET).

The New York QM also issued QM-30-280-49-1437 calling for 356,000 pairs of tan low-quarter leather shoes. Bids will be opened July 13 at 10:30 A.M. in New York with delivery to be made at 60,000 pairs monthly on Jan. 31, Feb. 28, Mar. 31, April 30 and May 31, 1950 and 56,000 pairs on June 30, 1950. Procurement is for the Army.

Three hides and skins dealers were awarded contracts on QM-30-280-49-1348 calling for a directive quantity of 290.18 net long tons of hides, wet or green salted. Awards were listed as follows:

Chilewich Sons & Co., Inc.: 143.3 NLT (Steerhides 40-50 lb.) @ \$582.40 NLT (FAS).
Armour & Co.: 137.5 NLT (Cowhides 40-50 lb.) @ \$582.40 NLT (FAS).
Kaufman Trading Corp.: 85 NLT (Cowhides 40-50 lb.) @ \$625.85 NLT (C & F—Japan).

Army Opens Hides Bids

Eight manufacturers submitted bids totaling 2142 net long tons to the New York Quartermaster Purchasing Office on QM-30-280-49-1348 covering a directive quantity of 290.18 hides, wet, green or salted. Hides were required to be native ranging from 40-50 lbs. Bidders, quantity and prices are listed:

Chilewich Sons & Co., NYC, 160 NLT (Steerhides) @ \$582.40.
Jacob Stern & Sons, Inc., NYC, 80 NLT (Cowhides) @ \$604.80.
Armour & Co., Chicago, Ill., 137 NLT (Cowhides) @ \$582.40.
Swift & Co., Chicago, Ill., 30 NLT (Steerhides) @ \$660.00.
Swift & Co., Chicago, Ill., 60 NLT (Steerhides) @ \$688.00.
Armand Schmitt, NYC, 580.36 NLT (Steerhides) from \$626.08 to \$670.88, 290.18 NLT (Cowhides) from \$547.68 to \$592.48.
Kaufman Trading Corp., NYC, 40 NLT (Steerhides) @ \$660.58, 85 NLT (Cowhides) @ \$583.07.
John Andresen & Co., Inc., NYC, 290.18 NLT (Steerhides) @ \$652.96, 290.18 NLT (Cowhides) @ \$576.80.

Army Asks Bids on Lasts, Sole Taps, Strips, Welting

The New York Quartermaster Purchasing Office has issued invitations to bid on oxford shoe lasts, leather sole taps, leather sole strips and welt leather. QM-30-280-49-1426 asks

NEXT WEEK

Full coverage of the annual Convention of the American Leather Chemists' Assn. at Spring Lake, N. J. Pictures, speeches, technical papers, highlights, and sidelights . . . watch for the

JULY 9 ISSUE

bids on 2592 oxford shoe lasts (welt type oxford EM) with bids to be opened July 12 at 4:00 P. M. (DST) and delivery to be completed on or before Sept. 30.

QM-30-280-49-1422 calls for 47,000 pairs of women's large leather sole taps with bids to be opened July 11 at 1:30 P. M. and delivery to be completed on or by Oct. 30.

QM-30-280-49-1425 covers 60,000 lbs. of 13 inch wide sole leather strips and 10,000 ft. of welt leather. Bids on both will be opened on July 12 at 2:30 P. M. (DST), delivery on the strips is 15,000 lbs. monthly during Oct., 1949, through Jan., 1950 while the welt leather is to be delivered on or before Nov. 30.

Invitation QM-30-280-49-1432 calls for bids on 9996 pairs of women's low quarter shoes, sizes, 6AAA to 10. Bids are to be opened July 19 at 2:00 P. M. with 5996 pairs to be delivered by Oct. 30 and the remainder by Nov. 30.

QM-30-280-49-1410 asks bids on 13,000 pairs of full synthetic rubber soles, black and oil-resistant, and the same number of synthetic rubber heels, whole, black, oil resistant. Sizes on the soles range from six to 13 while heels are sizes seven to 13. Bids on both will be opened in New York at 11:30 A. M., July 13. Delivery schedule on or before Nov. 30.

Everything in Leather

Barrow, Hepburn & Gale, Ltd., prominent London, England, tanners, has announced publication of "Everything in Leather", a 90-page book devoted to the story of the company's first 28 years of operation.

Marks Closes Vanceburg, Ky., Plant

The L. V. Marks & Sons Co., Cincinnati women's shoe manufacturers, has announced that the board of directors has decided to close down its plant at Vanceburg, Ky., and consolidate production at the Augusta and Falmouth, Ky., plants. The firm said that the combined closing and consolidation of production would result in greater efficiency.

The Marks Co. has been manufacturing moderately priced women's Littleway and Compo conservative and arch type shoes since 1900. The Vanceburg plant which employed 160 workers was opened in 1923. Combined production at company plants totaled 4000 pairs daily.



TOM FUQUA

...appointed head of the new "Friendly Stores" Division of General Shoe Corp., Nashville, Tenn. Manager of the company's Jarman Sales Division for the past three years and prior to that head of its men's advertising department, Fuqua has launched plans for promoting the establishment of independent retail stores to handle solely men's, women's and children's shoes made by the company.

Czech Shoes Threat to U.S.

Czechoslovakian footwear interests are underbidding the U. S. shoe industry by 20 to 40 percent on orders to be delivered the latter part of this year, according to a complaint introduced recently into the Congressional Record by Rep. James T. Patterson (R) of Connecticut. The complaint charged the year-old reciprocal trade agreement with Czechoslovakia as constituting a serious threat to American labor.

Patterson based his claims on a communication received from George B. Roberts, chairman of the American Legion Post in Johnson City, N. Y. Roberts charged that American salesmen were losing footwear orders by the large wholesale purchasers to the Czech underbidding. He added that some 10 items of waterproof footwear made at Zlin, Czechoslovakia, were offered at the Popular Price Shoe Show of America recently at prices "approximately 14 percent to 41 percent lower than similar items manufactured by U. S. rubber footwear manufacturers."

Natl. Shoe Foundation to Open Central Laboratory

Members of the shoe and allied trades are invited to attend the formal opening of the new Central Laboratory, 92 Brookline Ave., Boston, of the National Shoe Foundation for Disabled Feet. Opening hours will be held from 10:00 A. M. to 4:00 P. M., July 20, with a buffet lunch served from 12 noon to 2:00 P. M.

The Foundation is a non-profit organization designing and manufacturing shoes, which it provides at cost, for disabled and deformed feet. Formal invitations have been sent to all contributors to the Foundation as well as doctors and other individuals and organizations who have been of assistance.

TC Announces Lea. Show Exhibitors

Leather Show exhibitors, who will display their wares at the Waldorf-Astoria, New York, Sept. 7-8, were announced this week as follows:

Booth No.	Company
66	Agoos Leather Cos., Inc.
	Allied Kid Company
2	(New Castle Division and Quaker City Division)
1	(McNeely Division and Sterling Division)
14	Standard Division
30	Amalgamated Leather Cos.
63	Amdur Leather Co., Inc.
35	William Amer Co.
68	American Belly Tanning Corp.
74	American Hide & Leather Co.
55	American Kid Co., Inc.
15	Carl Antholz, Inc.
12	Armour Leather Co.
56	Peter Baran & Sons, Inc.
83	J. S. Barnett & Sons, Inc.
42	Barnet Bros. Leather Co.
53	Barrett & Co., Inc.
57	Beadenkopf Leather Co.
65	Beggs & Cobb, Inc.
3	Besse, Osborn & Odell, Inc.
41	Blanchard Bro. & Lane
54	N. Brenner & Co., Inc.
51	Burk Brothers, Inc.
33	Carr Leather Co.
20	Colonial Tanning Co., Inc.
7	Crestbrand Leather Co.
71	Donnell & Mudge, Inc.
9	F. C. Donovan, Inc.
68	Dreher Leather Mfg. Corp.
46	Dungan, Hood & Co., Inc.
77	Eagle-Flagg Tanning Corp.
17	Eagle-Ottawa Leather Co.
22	John R. Evans & Co.
40	Fleming-Joffe, Ltd.
6	S. B. Foot Tanning Co.
27	A. F. Gallun & Sons Corp.
93	Garden State Tanning Inc.
5	Garlin & Co., Inc.
81	Geilich Leather Co.
31	J. Greenebaum Tanning Co.
36	Griess-Pfleger Tanning Co.
23	Gutmann & Co.
24	L. H. Hamel Leather Co.
64	Thomas B. Harvey Leather Co.
73	Melvin Henkin, Inc.
92	Hiteman Leather Co.
90	Horween Leather Co.
25	E. Hubschman & Sons, Inc.
44	Hunt-Rankin Leather Co.
26	Irving Tanning Co.
52	I. M. Kaplan, Inc.
48	Kirstein Leather Co.
19	Korn Leather Co., Inc.
80	Kroy Tanning Co.
85	A. C. Lawrence Leather Co.
21	Leach-Heckel Leather Co.
62	G. Levor & Co., Inc.
38	J. Lichtman & Sons
58	Lincoln Leather Co.
39	Loewengart & Co.
91	Hermann Loewenstein, Inc.

96	Malis Leather Co.
95	Marcus, Forscher & Co.
82	McNeely & Price Co.
43	Merrimack Leather Co.
10	W. Milender & Sons
72	Monarch Leather Co.
9	Murray Leather Co.
4	R. Neumann & Co.
8	Northwestern Leather Co.
61	The Ohio Leather Co.
94	Pfister & Vogel Tanning Co.
76	Prager Leather Corp.
34	Fred Rueping Leather Co.
11	Seton Leather Co.
16	Shrut & Asch Leather Co.
32	(Sigma Leather Mfg. Corp.
	(S. W. Simon Leather Co.
37	Surpass Leather Co.
62	Tan-Art Co., Inc.
97	Albert Trostel & Sons Co.
78	R. J. Widen Co.
18	Winslow Bros. & Smith Co.
84	Richard Young Co.
67	Ziegel, Eisman & Co.

Strike Threat In Fulton County

The breaking off of labor negotiations between tanners and the union in Fulton County this week opened the door for a strike with the present contract expiring at midnight June 30. Demands by the union amounted to a 40 percent average increase with tanners offering to renew the old contract with no changes.

Mocha workers announced a "no contract—no work" stand although the majority of the tannery workers seem opposed to the strike.

ISMC Gets Satisfaction In USMC Infringement Case

The International Shoe Machinery Corp., Cambridge, Mass., has filed a satisfaction piece with the U. S.

Footwear Output Off 5% in April

Shoe and slipper production during April totaled 38 million pairs, some 16 percent less than the 45 million pairs turned out in Mar. and five percent below the 39 million pairs produced in April, 1948, the Bureau of the Census, Dept. of Commerce, reports.

Shipments during April amounted to 38 million pairs valued at \$134 million, an average value of \$3.55

per pair. Average value was \$3.63 during Mar. and \$3.78 during April, 1948. Women's shoe, sandal and playshoe production totaled 17 million pairs, 16 percent less than the 21 million pairs produced in Mar., but four percent more than the April 1948 output. Men's shoes, sandals and playshoes turned out during the month totaled about eight million pairs, 19 percent less than in Mar. and 16 percent below April a year ago.

Kind of footwear	Production (thousand pairs)			Percent of change April 1949 compared with	
	April 1949	March 1949	April 1948	March 1949	April 1948
	Preliminary	(revised)			
Shoes and slippers, Total	37,584	44,818	39,412	-16.2	-4.8
Shoes, sandals, and playshoes	34,218	41,266	36,296	-17.1	-5.7
Men's	7,790	9,623	9,273	-19.1	-16.0
Youths' and boys'	1,210	1,407	1,254	-14.0	-3.5
Women's	17,490	20,818	16,871	-16.0	3.7
Misses'	2,317	2,969	2,635	-22.0	-12.1
Children's	2,183	2,665	2,750	-18.1	-20.6
Infants'	2,087	2,431	2,204	-14.2	-5.3
Babies'	1,141	1,353	1,309	-15.7	-12.8
Slippers for housewear	2,933	3,068	2,592	-4.4	13.2
Athletic	218	261	337	-16.5	-35.3
Other footwear	215	223	187	-3.6	15.0

Minus sign (-) denotes decrease.

Minus sign (—) denotes decrease.

District Court of Boston, acknowledging "receipt from the defendant of full satisfaction of any and all sums recoverable by them," in their patent infringement suit against the United Shoe Machinery Corp.

Both the U. S. District Court of Boston and the U. S. Circuit Court of Appeals had found USMC guilty of infringing on Patent Nos. 2,251,284 and 2,254,224, and their findings were later upheld by the U. S. Supreme Court (L.S. Dec. 11). ISMC was the sole licensee under the patents.

Schiff-Lawrence Merge

Schiff Ribbon Corp., New York City, a subsidiary of Lawrence Schiff Silk Mills, New York, was merged with the parent organization on June 27 and will be operated as part of the Silk Mills, the company announced. Sales staffs of both companies remain intact.

Lawrence Schiff Silk Mills, established in 1918, manufactures shoe bindings, braids and narrow fabrics in plants located in Allentown, Quakertown, Carlisle and Patton, Pa. The firm also operates a dye house in Quakertown.

Int'l Officials Offer to Buy Truck Lines

Four officials of the International Shoe Co., are members of a group that is seeking to purchase the Keesler Motor Freight Lines, the group having made a reorganization offer of \$1,300,000 for the trucking company.

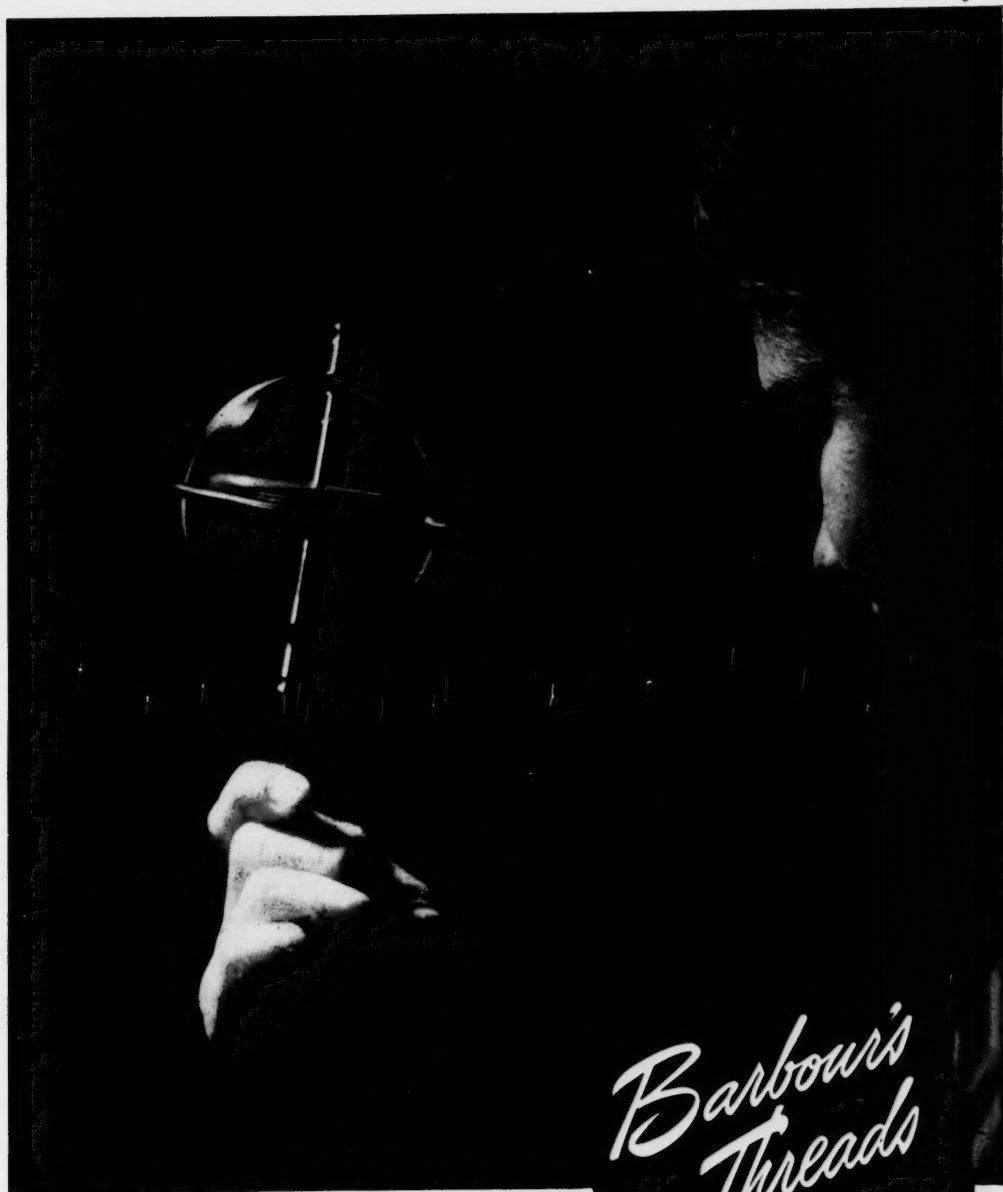
Included are: Henry Rand, Edgar Rand, Norfleet Rand, and J. L. Johnson. The truck company filed bankruptcy in 1946.

210 Assoc. to Hold Outing

The annual golf tournament and outing of the 210 Associates, Inc., the philanthropic foundation of the shoe, leather and allied trades, will be held Wed., July 27, at the Kernwood Country Club, Salem, Mass., according to George Kaplan of the

BALANCED

* see page 11



*Barbour's
Threads*

BALANCED



* BALANCED...UNIFORM...SMOOTH...STRONG...SUPPLE...TOUGH

July 2, 1949—LEATHER and SHOES



A local promotional idea which drew a great deal of attention during World Trade Week was this window display featured by Schaner & Berman in Camden, N. J. Devoted to John R. Evans & Co., Camden kid tanners, the display showed raw skins, scenes of tanning operations at the Evans plant, and women's kid shoes manufactured by Cradlock-Terry Shoe Corp., Lynchburg, Va., and P. W. Minor & Sons, Inc., Batavia, N.Y. Evans' Ruby Kid and Brogandi were featured.



Majestic Fabrics Co., chairman of the golf committee. More than 30 prizes consisting of leather luggage will be presented at a dinner following the tournament, as well as additional prizes for guests.

The Abraham Shapiro Memorial Trophy will be presented for the first time to the net winner in the 16 to 30 handicap division. The cup will be held by the winner for one year. In addition, the Silver Bowl Trophy will be given to the low net winner of the 15 or under handicap. The latter must be won three times for permanent possession.

Canadian Report

Reaching the highest monthly total since Nov., 1946, Canadian production of leather footwear increased 18% in March this year over the preceding month and was 13% higher than in the same month last year, the Canadian Government has announced.

Production during March, 1949, amounted to 3,491,500 pairs compared with 2,963,000 in Feb., 1949, and 3,091,000 in March, 1948. Output for Nov., 1946 was 2,565,800 pairs. This year's March figure brought production for the first three months of 1949 to 8,983,694 pairs as against 8,247,800 in the similar period last year, a gain of 9%.

Of the 3,491,500 pairs produced in March this year, 1,233,500 were soled with materials other than leather, the report adds.

Following is a breakdown by types of March output with March 1948 figures in parentheses: Men's, 786,927 (737,181) pairs; boys', 108,950 (112,068); youths', 33,535 (30,638); women's and growing girls', 1,696,765 (1,532,227); misses', 312,845 (252,604); children's & little gents', 260,256 (193,398); babies' & infants', 292,254 (232,801); total, 3,491,532 (3,090,967).

Production of leather footwear during the first three months of 1949 showed the following, with figures for same period last year being in brackets: Men's, 2,015,929 (2,069,504) pairs; boys', 307,545 (302,360); youths', 94,300 (85,992); women's & growing girls', 4,337,772 (3,950,240); misses', 787,678 (655,741); children's & little gents', 659,252 (539,622); babies' & infants', 781,218 (644,441); total 8,983,694 (8,247,800).

Sales

Sales of shoe stores across the nation declined 7.9% in dollar volume

during March this year compared with a year ago and decreased 1.4% during the first quarter of this year as against last year in the corresponding period. However, department store sales of footwear showed a gain of 1.7% during March this year over last and such sales increased 4.2% during the first quarter of 1949, with the inventory position of such sections in these department stores being valued 21.3% higher at the beginning of March than a year ago on the same date.

Establish Sheppard Memorial Drivers' Fund

Plans to establish a Memorial Driver's Fund in memory of Lawrence B. Sheppard, Jr., killed in an airplane crash June 15, were revealed this week by an organizing committee consisting of Lawrence B. Sheppard, his father, C. W. Phellis, and H. Willis Nichols. Income from the fund will be used for the sole purpose of aiding deserving harness racing drivers.

The younger Sheppard who was assistant general manager of The Hanover Shoe Co., Hanover, Pa., was active in the Hanover Shoe Farms, breeder of trotting and pacing horses. His father is president and general manager of The Hanover firm and president of the National Shoe Manufacturers Assn. Information regarding the fund may be obtained from *The Harness Horse*, Telegraph Press Bldg., Harrisburg, Pa.

Chicago Group To Golf July 21

The annual golf outing of the Hide & Leather Assn. of Chicago will be held July 21, at the Rolling Green Country Club, Arlington Heights, Ill. William W. Morgan of the A. C. Lawrence Leather Co., is chairman of the outing.

Worker Totals Off

Further seasonal reductions in workers employed by the leather and shoe manufacturing industry from the period mid-April to mid-May, 1949, have been reported by the Dept. of Labor in its latest monthly study of non-agricultural employment. According to the survey, total number of wage and salary workers employed in the industry is as follows: March—412,000, April—402,000, May—381,000. A year ago May, the figure was 404,000.

A break-down of actual production

worker totals shows 368,000 were employed during March, 358,000 in April and 337,000 in May as compared to 359,000 in May, 1948. The production-worker index (with 1939 equal to 100) was listed in a preliminary estimate as 103.3 for April and 97.2 for May.

Austrian Shoe Output Up

Leather shoe production in Austria has shown a steady rise since the Marshall Plan began, according to trade sources. 1949 monthly average to date has been set at 189,088 pairs with production in March

reaching a new post war high of 313,117 pairs, equal to 63 percent of total capacity. Output of other shoes including fabric, rubber during March totaled 264,087 pairs as against 250,731 pairs in Feb.

Under ERP aid, Austria imported as of April 30 some 1980 tons of raw hides and skins from Australia, Canada and the U. S., a value of \$1,168,698. In addition, 597 tons of quebracho were imported valued at \$159,720.

Navy Booklet on "Leather"

The U. S. Naval Supply Corps Reserve has released a new booklet en-

Available . . . AGAIN . . . for Quality-Shoe Manufacturers! SILK - the Quality Fibre - IS BACK IN SHOE BINDINGS

Are you interested in what your competitors are doing? You can no longer afford to ignore the *Sales Appeal* of SILK Shoe

Binding in your promotional planning.

**Our Stock of Fine-Quality Silk Shoe Bindings Includes
Every Possible Shade**

SCHIFF RIBBON CORP.

*Manufacturers of Bindings, Braids and
Narrow Fabrics for the Shoe Trade*

ESTABLISHED 1918

95 Madison Avenue

New York 16, N.Y.

AFFILIATES:

Lawrence Schiff Silk Mills
95 Madison Avenue
New York 16, N.Y.

Law Silk Ribbon Corp.
Allentown, Pa.

Allagheny
Ribbon Mills, Inc.
Quakertown, Pa.

Carlisle Ribbon Mills, Inc.
Carlisle, Pa.

Patton Throwing Mills
Patton, Pa.

REPRESENTATIVES:

ST. LOUIS
Commonwealth Mfg. Co.

LOS ANGELES
Edward Rothenberg

CINCINNATI
George J. Gutjahr Co.

NEW ENGLAND
Hans Fuente

PENNSYLVANIA
Al Lewis, N.Y.C., N.Y.

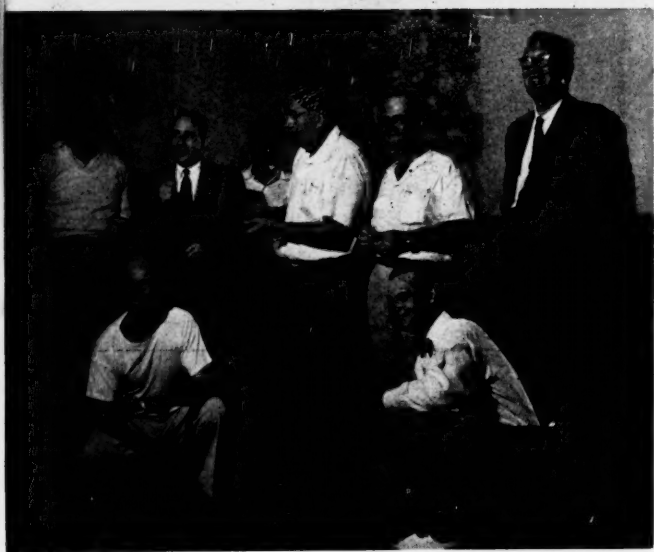
CHICAGO
Herman Rabin

ROCHESTER
William L. Hall, Inc.

MONTREAL
H. F. Odell Sales, Ltd.

titled "Leather" as part of its Industries that Supply the Navy Series. Prepared by Harry M. Hague of the School of Public Relations, Boston University, in cooperation with the Tanners' Council, the 12-page booklet describes briefly sources of hides

and skins, curing methods, and the various processes and methods employed in producing vegetable-tanned, chrome-tanned or combination-tanned leathers. Copies may be obtained by writing the Tanners' Council.



Seen at the Annual Golf Outing of the Leather and Allied Trades Assn. of Milwaukee, at the Ozaukee Country Club on June 21.

In the top picture left to right are: First Row: Bob Karow, Harry Batchelder, Jr., F. X. Kelley, and Jim Ott. Back Row: John Owan, Joe Kiehl, A. E. Pikenbrock, A. A. Wakeford, Don Jones, Bill Chapline, Ken Trimble, and Charles Raddatz.

In the bottom photo left to right: First Row: A. E. Gebhardt, and Charles Raddatz. Back Row: James Donovan, Allen Cadwell, Everett G. Smith, Albert Trostel, H. Thiele, and Erwin Seidel.

A low gross of 73 was posted by Bob Englin of the Connolly Shoe Co., and the Calcutta Sweepstakes were won by Harry Batchelder, Jr., of Milwaukee. Total attendance was 250.

Wenzel Names 5 NHA Committees

Charles J. Wenzel of Sands & Leckie, Boston, newly-elected president of the National Hide Assn., has announced the appointment of the following five committees to serve during the coming year:

MEMBERSHIP COMMITTEE:—Charles F. Becking, Owatonna Hide & Fur Co., chairman; Hubert Chapman, Friend Hide Co., Clovis, N. M.; Irvin Mindel, A. Mindel & Sons, Toledo, O.; Ernest H. Eads, Ernest H. Eads Hide & Wool Co., Amarillo, Texas; and Albert M. Ostranich, Standard Hide Co., Pittsburgh, Pa.; E. W. Hickman, Hickman & Clark, Fort Wayne, Ind.; Joe Adler, Sig Adler & Co., Chicago; J. Greenbaum, Isaacson-Greenbaum Co., Boston, Mass.; Mrs. L. Rees, A. F. Rees, Inc., Hanover, Pa.; and Mrs. M. Grove of the Twin City Hide & Fur Co., St. Paul, Minn.

FINANCE COMMITTEE:—Merle Delph, M. S. Delph Co., Indianapolis, Ind., chairman; Jack Weiller, Friend Hide Co., Chicago; and Joe Adler, Sig Adler & Co., Chicago.

HIDE COMMITTEE:—Jack Weiller, Friend Hide Co., Chicago, chairman; C. Stevens, Stevens Hide & Brokerage Co., Owatonna, Minn.; D. Kibler, The S. J. Kibler & Bro. Co., New Washington, O.; J. Greenbaum, Isaacson-Greenbaum Co., Boston, Mass.; Ernest H. Eads, Ernest H. Eads Hide & Wool Co., Amarillo, Texas; and E. Baker, Sands & Leckie, Boston.

WASHINGTON COMMITTEE:—Les Lyon, M. Lyon & Co., Kansas City, Mo., chairman; Frank E. Brown, Jr., Frank E. Brown, Roanoke, Va.; Sam Hodges, J. C. Hodges & Co., Boston, Mass.; Mrs. L. Rees, A. F. Rees, Inc., Hanover, Pa.; and Irvin Mindel, A. Mindel & Sons, Toledo, O.

GRIEVANCE COMMITTEE:—A. B. Reed, A. B. Reed Hide & Wool Co., Joplin, Mo., chairman; A. Pachin, A. L. Pachin & Sons, Dayton, O.; and L. Sacks, Evansville Hide & Tallow Co., Evansville, Ind.

Soviet Sees Sea Seals as Shoe Source

The Evening Moscow, a Soviet newspaper, reports that the Russians are now making fine shoes from tanned sealskins and walrus and whale hides. A special section of the

(“News” continued on page 42)

Shoes



Depressed Shoe Prices-- Operation Rat-Race

By WILLIAM A. ROSSI

Every year more than half of all shoe manufacturers operate without profit or at a loss. Here is a startling study of facts revealing an industry with a healthy body but a sick mind. The first of two articles.

AT THE recent Popular Price Shoe Show in New York, shoe manufacturers and other sellers expressed a paradoxical combination of elation, anxiety and bewilderment. While they experienced an unexpected flood of orders and interest from buyers, many went home to find their books filled with orders that would net them no profit, and in some instances would require production at a loss.

One manufacturer, starting Fall production on the basis of his heavy orders, remarked glumly, "I'm so busy I haven't time to go out and borrow the rent." Perhaps the majority of the country's shoe retailers would swallow that remark with a tablespoonful of salt. But these same retailers—and likely the shoe industry at large—will be shocked to learn that consistently, year after year, approximately 50 percent of all shoe

manufacturers operate at a financial loss. Even in the record production year of 1946 (528,000,000 pairs), when virtually any shoe at any price could be sold, about 22 percent of the shoe manufacturers reported operating losses for the year. (See Table I).

Back to "Normal"

The industry is now back to "normal"—that grim state of competition better termed a cat-and-dog fight. We see a paradoxical industry whose production and consumption pattern is always stable, yet whose mortality and casualty rate is phenomenally high. It does not make economic sense for this chronic disease to exist within a healthy organism. The sage remark of one philosopher that "men do not die—they kill themselves," applies unfortunately to a substantial portion of the shoe industry.

For the past 50 years shoe consumption has averaged annually about three pairs per capita. Nothing the shoe industry has done—or has failed to do—has changed that pattern appreciably. Shoe production, retail shoe sales, and public shoe consumption follow a monotonously stable pattern, as does their ratio to one another, year after year.

The foregoing facts are hardly new to the industry. Thus it is the more

Table I
National Income and Expenditures for Footwear

Year	National Income	Spent For Footwear	% of National Inc. For Footwear
1948	\$224,400,000,000	\$3,030,000,000*	1.35%
1947	202,600,000,000	3,012,000,000	1.48
1946	178,204,000,000	2,832,000,000	1.59
1945	182,808,000,000	2,293,000,000	1.25
1944	182,260,000,000	2,019,000,000	1.11
1943	168,262,000,000	1,920,000,000	1.14
1942	136,436,000,000	1,361,000,000	1.36
1941	103,834,000,000	1,486,000,000	1.43
1940	81,347,000,000	1,270,000,000	1.56
1939	72,532,000,000	1,226,000,000	1.69
1938	67,375,000,000	1,257,000,000	1.87
1937	73,627,000,000	1,279,000,000	1.74
1936	66,941,000,000	1,145,000,000	1.71
1935	56,789,000,000	1,031,000,000	1.81
1934	48,613,000,000	1,072,000,000	2.21
1933	39,584,000,000	887,000,000	2.24
1932	41,690,000,000	1,022,000,000	2.45
1931	58,873,000,000	1,207,000,000	2.05
1930	75,003,000,000	1,375,000,000	1.83
1929	87,355,000,000	1,675,000,000	1.92

1.68 aver. %

*Preliminary
Source: U. S. Dept. of Commerce

amazing that such a large portion of the industry, despite its familiarity with these immutable conditions, consistently ignores the facts and proceeds to buck the stone wall until bruised, exhausted and decapitated, only to be replaced by naive newcomers who repeat the same cycle.

In proof of this point, the mortality rate for the shoe industry has always been extremely high. From 1926 to 1935 alone it averaged 16.8 percent annually. And as to annual casualties, as differentiated from mortalities, we point again to the shockingly large list of firms in the shoe industry annually reporting losses.

Of the shoe manufacturing firms that have started in business in the past 40 years, the average life has been only 5.2 years, an extremely short-term longevity. Significantly, the mortality and casualty rates among shoe retail firms are correspondingly high. Thus, while shoe manufacturing is in itself a highly risky operation, the risk is even more intensified by its association with a retail distribution pattern showing a mutually high mortality and casualty rate.

Peril of Depressed Prices

Perhaps the most common cause of the plight of so many shoe manufacturers is the failure to operate a business on sound economics, the temptation (and submission) to speculating with economic facts—the failure to insist upon the consistent presence of a fair profit margin between costs and prices.

There has been a thunderous hue and cry for lower and lower shoe prices—with the thunder emanating perhaps more from retailers than consumers. But under present conditions prices have reached bottom, with a thin layer of profit between costs and selling price. However, in many cases this bottom has been penetrated to the point where prices are not merely low but *depressed*. In these instances one or all of the following things are happening: (1) producers are operating without profit, or at a loss; (2) price levels are being reduced at the sacrifice of quality; (3) consumers are in these instances receiving unsatisfactory values that are sure to rebound via increasing public resentment against the industry and its products.

Many manufacturers are submitting to retailers' pressures by providing footwear at no profit to themselves on the grounds that such orders at least keep their factory running, or that unless they accept such orders some other producer will.

So, the peculiar reasoning: better to operate profitlessly than not to operate at all. And there is always that wispy hope that if they maintain this business, their own costs might suddenly decline and thus open a small wedge of profit where none now exists. They ignore the fact that when costs decline, cognizant buyers immediately apply pressures on sellers' prices, so that seldom does the "wedge of profit" open for the seller.

So we see an industry that is a self-contradiction of its character: its market is solid, steady and substantial, yet the economic practices and profit statements of half of its members is tragically unsound. Business operates to make a profit by offering a product of good marketable value. Yet, ironically, a good portion of this industry wilfully submits to operating without a profit, or at a loss, while offering a product sometimes of questionable value. It is an attempt to create sense out of nonsense.

"Popular Priced"

The zealous emphasis on "popular priced" shoes, and the "fact" that 92 percent of the shoe market is represented by footwear under \$10 retail, has created a psychosis within the industry. This psychopathology is the unfounded belief that low prices not only dominate the movement of footwear, but overwhelm every other consideration—style, quality, fit, comfort, service, foot health, etc. As a result, the latter are in many instances being sacrificed for price.

Actually the 92-percent statistic is a "stretched" truth. In 1948, 85 percent of all women's dress shoes (including casuals and playshoes) and 62 percent of men's dress shoes sold for \$10 and under. The inclusion of children's and infants' footwear creates an average of 85 percent, but only 78.3 percent of adult dress shoes actually sell for \$10 and under, retail.

In 1948, some 36 percent of all women's footwear sold for \$5 and under, retail, while 57 percent sold for \$6 and under, and 71 percent for \$7.50 and under. These percentages will show an appreciable increase for 1949. The trend, as everyone knows, is not toward reductions in shoe prices, but in the making of lower priced lines. And here is one major cause of shoe manufacturers' intensifying pains: Their misconceived drive to meet presumed price resistance by constantly downgrading quality and encouraging the consumption of lower and lower priced shoes.

Weekly wages in the shoe industry are up about 130 percent over 1939; it takes two dollars to break even in factory operations today as compared with every dollar in 1939; costs for overhead, distribution, materials and other essentials are up 50-200 percent over 1939; and taxes are substantially higher. Thus, balanced against present-day costs, the actual value in today's \$6 shoe (retail) may measure up to about the \$3 shoe of 1939.


This poses a challenging problem. The consumer paying \$5 or \$6 for a pair of shoes today believes she is getting a shoe of much better value than the \$3 or \$4 shoe of 1939. But is she? Obviously not—and to corroborate the fact one need only make a technical comparison of 1939 and 1949 shoes of identical prices. Thus, if the consumer is justifiably disappointed in the value received, his or her inevitable resentment is certain to do harm to the industry. Our contention is simply this: that by increasing prices of these low-priced lines 50-75 cents, and providing the added values of quality, both the consumer and the industry would be substantially better off.

An unwarranted fear psychosis has hit some segments of the industry—the fear of asking a fair price for its product; a fear of making a quality product reasonably priced, and selling it with confidence. This fear has caused a shriveling of profits and a shrinkage of quality.

What is a "depressed" price? It is not necessarily a low price. Low-priced footwear traditionally complies with a large consumer demand, fills a wholesome need in a wholesome market. Low prices and depressed prices are not necessarily synonymous.

The chief characteristics of a depressed price are (1) a price which forces fair profits down to a dangerously low level, or forces profitless operations, or forces deficit operations; (2) a price which, in order to realize a profit, necessitates a product whose quality has been sacrificed to an appreciable degree, without the consumer being informed of the change; (3) a price which forces a drop below basic minimum requirements in shoe comfort, fit, quality, materials, construction, etc.—and thus violates the basic functional performance which any shoe must meet in fairness to consumers, no matter the price.

Thus a shoe priced at \$15 but sold without fair profit by the producer, is a shoe of depressed price. A shoe

A detailed black and white illustration of a white, high-top shoe with a thermoplastic box toe. The shoe is positioned centrally, with its toe pointing towards the bottom right. It is surrounded by several reptiles: a large snake with a diamond-patterned skin wraps around the shoe from the top left; another snake with a similar pattern is on the right; and a crocodile or alligator is at the bottom left. The background is dark and textured with small dots.

They're all Allergic ...to Vapor

They just can't take it!

Genuine reptiles are usually bark-tanned and are quickly and permanently discolored by steam.

Do not attempt to steam-soften thermoplastic box toes in reptile uppers. Get your Beckwith agent's recommendation in advance of cutting uppers. Depending upon which practice your conditions best favor, he can either supply you with dry heaters or arrange for your temporary use of canned prepared solvent box toes which require no solvent wetting at pulling-over.

Beckwith

sold for \$3, but falling below the required standards of functional performance, is a shoe of depressed price, of irrational price.

Myth of Higher Consumption

The industry is being intensively fanned with a phobia: increase per capita shoe consumption to 500 or 600 million pairs and all our ills will be cured.

In 1946, when the industry produced its record 528,000,000 pairs, per capita consumption was only about 3.15 pairs. In 1947, when output fell 60,000,000 pairs to 468,000,000, and in 1948 when it dropped again to 462,000,000, per capita consumption held very close to the 3.15 pairs. And just as an interesting comparison, in 1930 when we produced only 304,000,000 pairs, per capita consumption was 3.15 pairs. And in 1949, with an estimated output of 450,000,000 pairs, consumption will be about the same as in other years.

It is highly significant that in the past four years, with consumer earnings, purchasing power and spending at record levels, per capita consumption of shoes has not changed appreciably. The attempt to coordinate high purchasing power with increased per capita consumption is a failure. The possession of money and the willingness to spend does not noticeably affect the traditional shoe consumption pattern.

This is verified even more convincingly by showing the relationship between national income and consumer expenditures for footwear. During the past 20 years the percentage of consumer money spent on footwear, in ratio to the national income, has averaged 1.69 annually. The highest was in 1932—2.45 percent. The lowest in 1948—1.48 percent. (Note: these exclude the war years when shoes were rationed and could not be purchased freely). (See Table II)

Something extremely important is revealed here. In 1948, when national income hit the record peak of \$224,000,000,000, percentage of consumer spending for shoes was *lowest*. In 1932, the pit of the depression, when national income was only \$41,000,000,000 or five and a half times *smaller* than in 1948, the percentage of consumer spending for shoes was *highest*; in fact, 40 percent higher.

This should be potentially significant. When people had little money they managed to buy their average of three pairs in a financially depressed year. When people had an enormous surplus of money and high purchasing power, they bought their required three pairs then turned else-

Table II
Gains and Losses of Shoe Mfg. Firms, 1926-46

Year*	Total firms reporting	No. showing losses	% of firms showing losses**
1926	1280	611	47
1927	1253	512	40
1928	1229	534	43
1929	1258	547	43
1930	1254	725	57
1931	1165	708	60
1932	1127	829	73
1933	1140	634	55
1934	1124	642	55
1935	1096	591	49
1936	1098	555	46
1937	1086	601	50
1938	814	455	56
1939	790	403	50
1940	972	480	56
1941	984	286	29
1942	940	190	20
1943	918	97	10
1944	915	114	12
1945	943	117	12
1946	1325	296	22

Source: Bureau of Internal Revenue

*statistics for 1947 and 1948 not yet available.

**excluding war years, annual average, 1926-41, is 50 percent.

where to spend their money. It proves conclusively that consumer ability to pay does not affect shoe pairage consumption. It proves conclusively the extraordinary stability of the shoe industry's market, good times or bad. And it should demonstrate clearly that the theory of raising per capita shoe consumption is a fallacious one.

But one highly important fact that has been overlooked is that high purchasing power provides the consumer with the *willingness and ability to buy better quality footwear*. In short, the exaggerated depression of shoe prices at the sacrifice of quality in periods of high national income and purchasing power, such as the present, is a shocking contradiction of sound economics. And those who participate in such extremes are dooming themselves as well as others.

If the industry continues to encourage consumers toward lower and lower priced standards of *shoe satisfaction*, it will continue to make more precarious the healthy market that now exists. Lowering shoe prices by downgrading quality to questionable levels of shoe performance benefits neither the consumer nor the industry.

"Reasonable" Prices

In establishing a "reasonable" price for a product the formula is simply costs plus profit. A price pegged on the basis of unreasonably high costs, or on an unreasonably low profit (or no profit) is not a reasonable price.

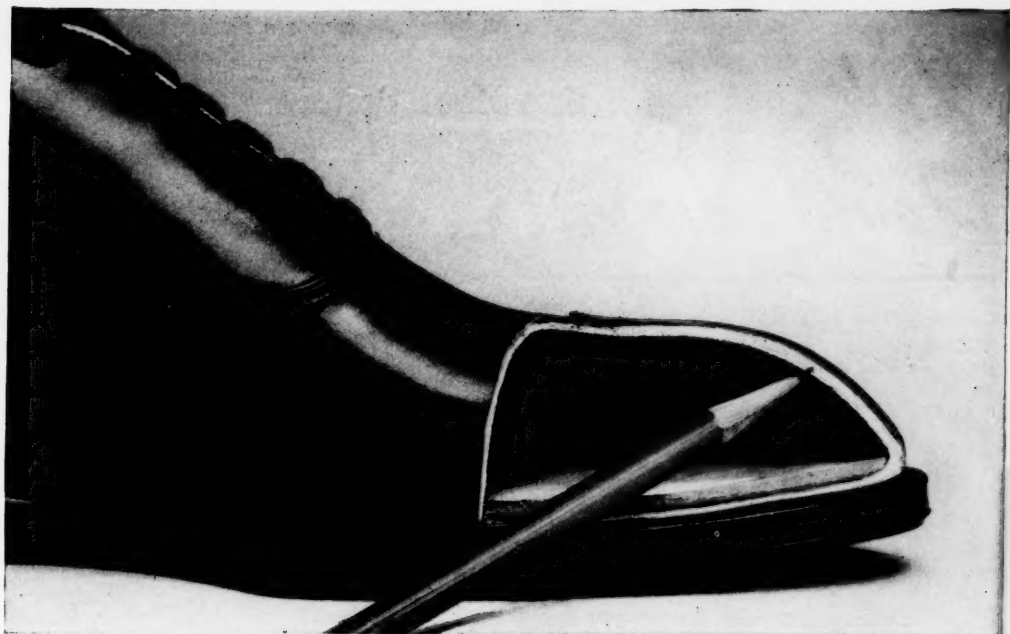
Moreover, a price is reasonable in ratio to the quality, comfort, style and fit provided in the product.

Now, one significant instance where many shoe producers and retailers have consistently missed the boat is the failure to recognize that there is a basic minimum of quality, comfort, style and fit that can be offered as value in return for a price. When this minimum is violated—when *less* than these basic values are offered the consumer—then the consumer is being cheated at *any* price. For example, to cite an extreme case, on the basis of today's costs a shoe offered for \$2 retail "cheats" the customer even if the latter pays only half that price. Why? Because unlike millinery, dresses and numerous other consumer products, the element of foot health is not involved. Shoes require a minimum element of comfort, quality and fit. Thus the manufacturing costs to provide these through the materials, construction and other fabricating factors also require a certain minimum of expenditure. Shoes that sacrifice these elements for price considerations alone are a bane for consumers and producers alike.

Consumers are not benefitted by depressed shoe prices. When expected values and minimum functional shoe requirements are not received, the consumer's resistance mounts—resistance *not* to prices but to the product that does not provide the expected basic performance for the price. And when shoes dip below a certain price level, it is impossible for them to provide a decent standard of performance and shoe satisfaction for consumers.

If the manufacturer were to add

(Continued on page 28)



Wrinkle-Free Toe Linings

AND NO QUESTION ABOUT IT!

BUILD COMFORT AND SALES WITH *CELASTIC!

For over twenty years Celastic box toes have brought positive toe comfort to men, women and children. The assurance that toe linings are permanently secure . . . in one style or one hundred . . . in one shoe or one million, is the Celastic contribution to toe comfort. Good will and consumer satisfaction accumulated by year after year of Celastic performance prove that it's good business to provide your customers with the best.



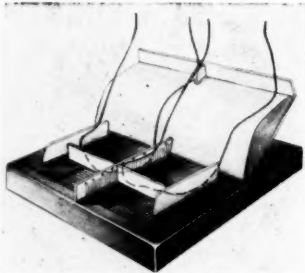
*"CELASTIC" is a registered trade-mark of the Celastic Corporation

New Developments

Cement Shoe Press

An interesting development in cement shoe presses is illustrated here. This constitutes an adjustable pad box, the adjustment being at the heel part of the shoe.

The mechanism is very simple and is manually controlled with ease,



comprising a simple handle beneath the pad box, within easy reach of the operator's hand. This adjustment provides exactness in pressure, regardless of pitch of the last varying from 24/3 wedge heel down to a single-sole type and even to a flat shoe.

There is no distortion caused by trying to place a flatter pad box to the bottom contours of a deep shank and high heel, all contributing to an even distribution of pressure. Without this adjustment so much pressure

could be applied to one section of the shoe that very little pressure would be applied to the other section, due to distortion, explaining why many shoes have been cement-sole attached only to fall off through lack of proper bonding pressure.

Source: Allied Shoe Machinery Corp., 241 Winter St., Haverhill, Mass.

Leather Embossing Machine

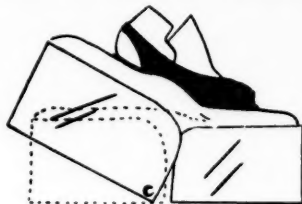
Known as Multipress, a new machine is being introduced in shoe factories for embossing leather with trade marks, designs, etc. A heated platen holds the embossing dies, maintains a temperature of 400 degrees F. The ram comes down with a six-tons pressure, is held on the leather for four seconds, and the embossing job is done. Embossing dies can be changed in 10 seconds, and other adjustments can be made with equal speed and ease. Shoes are embossed in pairs, thus providing identical markings on each pair. On one Multipress some 72 pairs of shoes per hour may be embossed. No pre-soaking of the leather is necessary. A variety of novel ideas are being applied with the Multipress. For example, the embossing of stitching decorations are simulated on moccasins. Some 13 dozen pairs per hour can be so treated. It is also used, for example, for punching dec-

orative or functional perforations in leather, or punching holes in foot-ball shoe insoles.

Source: The Denison Engineering Co., Columbus, Ohio.

New Footrule

All footrules in use today measure the foot in a horizontal position with the foot placed on a flat surface and with the body weight evenly distributed between the ball and the heel of the foot. This is not the actual position or condition of the foot in a shoe, however, since all shoes, both men's and women's, have heels which raise the heel of the foot. This elevation of the heel of the shoe tends to shift the body weight forward to the ball of the foot and the toes. Since this is the most flexible



part of the foot, a noticeable elongation results.

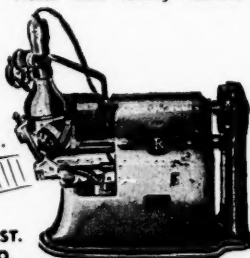
The answer to this problem is a footrule designed and constructed to measure the foot under the same conditions as in a shoe with any height of heel. This footrule is made of plastic, light in weight, yet strong enough to support several times the average body weight.

The main surface of the footrule is composed of two hinged members. The rear section is supported by two mounts which are synchronized on the same shaft—making the instrument easily and quickly adjustable to any desired heel height. The rear surface, for the heel and arch, is covered with a white rubber pad



A COMPLETE BINDING SERVICE

"The Rotary Way" combines the use of "Rotary" full and semi-coated French Cord Binding with the "Rotary" French Cord Turning machine, a notably effective method for producing results that can up your sales. Our exclusive coatings, when used with our equipment, are guaranteed not to clog machine mechanism.



Rotary MACHINE CO., INC., LYNN, MASS.

1408 LOCUST ST.
ST. LOUIS, MO.

**HUCH SELLS
MY OTHER END!**



Genuine
SHELL Cordovan

"The PLATINUM of Leathers"

**FOR SHOES • MEN'S BELTS
FOR MILITARY BELTS and HOLSTERS**

**SHARK PRINT CORDOVAN
For Tips on Children's Shoes**

THE HUCH LEATHER COMPANY

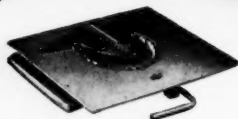
Tannery and Main Office
1525 W. HOMER ST., CHICAGO, ILL.

Kaye & Barnes, Inc., 93 South St., Boston, Mass.

Fred Schenkenberg Co., Dallas, Texas

A. J. & J. R. COOK, INC., LOS ANGELES AND SAN FRANCISCO

CUTTING, PERFORATING, MARKING DIES



MANUFACTURERS

Cutting, Perforating, Marking Dies.
Also Machine Knives.

DISTRIBUTORS

Fales Clicking Machines and Seelye
Beam Die Presses.

ALSO

Knox celebrated Ribbon Type Stitch
Marking Machines.



Write, Wire or Phone

INDEPENDENT DIE & SUPPLY CO.

LaSalle near Jefferson

ST. LOUIS 4, MISSOURI

Phone: GRand 2143

Associate
NEW ERA DIE CO.
Red Lion, Pa.
Phone: 221

BALANCED



* see page 11

KORN LEATHER COMPANY

TANNERS OF

Splits

FOR EVERY PURPOSE

Side Leather

MEN'S AND WOMEN'S
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.

which is built up at the arch to insure complete conformity to the foot and provide sufficient traction for exact measurements.

This footrule has three scales which measure (1) the heel to toe or overall foot length, (2) the length from heel to ball of the foot, and (3) the foot width. All three measuring scales give exact measurements at any heel height. The scale divisions are on a black background which provides easy readability.

Source: Inla Edwin Hewitt, Jr., 1403 Maryland Drive, Urbana, Illinois.

Plastic Insole Machine

It is generally assumed that any sole of plastic material is non-porous. Here, however, one may consider a plastic insole highly porous. But the idea of this porous, plastic insole is to protect the wearer's foot against perspiration and heat.

The construction of this insole comprises several super-imposed layers of fabric, usually four layers

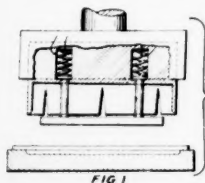


FIG. 1

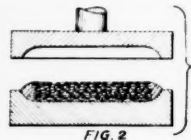


FIG. 2

of coarsely woven fibre glass or any plastic material melting at the application of heat and so fusing the edges of the several plastic layers.

Another point to keep in mind is that these layers are weaved in open mesh for providing free and unrestrained circulation of air throughout the insole.

The machine that cuts out these laminated insoles and fuses the edges is shown in Figure 1. This is only the operating part; the mechanism need not be discussed only insofar as the actual operations are concerned. And so one notes a top and bottom form, the top one entering the intaglio cut of the lower form. Note also the plate on the bottom of the top form, a plate that holds the sole firmly in position during the cutting operation.

The two cutting knives are shown

at either end of the top form. And the curious V openings directly above the plate are to permit the compression, or closing in of the cutting blades as they enter the lower form.

The purpose of this spring action of the cutting knives is to insure not only clean cutting of the insole but to assure constant contact during the entry of the knives into the lower block.

At the very top is a chamber, not cut away, in which is located a heating unit the heat of which is transmitted to the cutting blades. In this way, there ensues a dual action of cutting the material and a heating action simultaneously fusing and sealing the edges of the insole layers, all making for a porous insole.

Figure 2 shows a portion of a subsequent machine operation that acts to compress the completed sole-cutting and fusing operations. This shows how neatly the cutting and fusing by the heat application bevels the insole edge, a way of protecting the wearer's foot against sharp insole edges, which can be quite sharp when plastic material is used.

Rubber Work Shoe

Special-purpose American made rubber with extremely high resistance to chemicals is being used in a new line of industrial footwear.

The special rubber resists not only destructive actions of acids, greases, fats and oils, but also cracking or oxidizing under exposure to light and ozone, it is claimed. It has been adapted to a special process so that boots made from it have no seams or joints.

Several different types of the footwear have been tested in chemical plants, refineries, abattoirs and other similar industrial fields to determine not only its resistance qualities but also to check new special features. One of these features is a Geon heel liner whose abrasive resistance gives longer wear. Another is a laceless work shoe whose construction permits instantaneous removal from the foot should a worker spill injurious acids inside it.

Source: Hood Rubber Co., Watertown, Mass.

Modernized Upper Cementer

This versatile latex or neo-prene kind of cementing machine is fitted to cement the wrappers of California shoes or for cementing the lower edge of uppers in preparation for cement flat lasting.

This machine with fittings for cementing wrappers evidently does a fine job in a field often lacking in suitable cementing machines. The knurled or cement-applying roll is protected from biting into the wrapper. This constitutes a kind of work guide that prevents too much cement from being applied too closely to the seam and to cause a kind of bite against the forward feeding of the work that tends to hold the wrapper taut as it is being cemented.

Also introduced is another variation of this action of regulating the

distance to be cemented, and to hold the work in a taut or tensioned position for smoother application of the cement. This device comprises a hood, and button on the end of the feeding or cement-applying roll.

But perhaps the most comprehensive device for this versatile machine is one where the conical button may be screwed out from the edge of the cement-applying roll through the use of washers to increase or decrease the space. Actually, this tends to move the cone or button farther away; and as the bottom or platform of the

NOW! SAME HIGH QUALITY AT LOWER PRICES

For A Higher Standard of Results Use...

NATURAL LATEX CEMENT

HAD-U-TEX

809

by HADLEY'S

..... **WHY IT IS THE CEMENT TO USE**

How it sticks!

HADLEY'S HAD-U-TEX 809 eliminates production headaches by always assuring the desired results ... quickly! It is a development of our research chemists over a period of many years. It is RIGHT.... and we urge you to call for it by name... for top value in an adhesive for all sole laying and folding operations.

1. Has More Bond Strength
2. Retains Tack
3. Affords Greater Mileage
4. Viscosity is Controlled
5. Economical to Use

SEE YOUR NEAREST REPRESENTATIVE OR WRITE US DIRECT

SINCE 1919

HADLEY BROS.-UHL CO.

3948 WEST PINE BOULEVARD
IN CHICAGO
The Howard Irwin Co., 208 N. Wells St.

ST. LOUIS 8, MO.
IN OHIO-PENNSYLVANIA
Harry D. Ward, 3111 E. Main St., Columbus, O.

BALANCED

* see page 11

In the picture



Strippings

WIDE RANGE OF COLORS AND COMBINATIONS

AGENTS

H. A. Cohen Co., San Francisco 5, Calif.
Leather Products Co., Milwaukee, Wisc.
Alfred G. Schwab, Cincinnati, Ohio
J. P. McGrath & Son, Rochester, N. Y.
Harry Wolf, Montreal, Canada
Jose Ribe, Havana, Cuba
Vogel Helmholz, Baltimore, Md.

Write for
samples and prices

PROMPT SHIPMENT

GAYWOOD

"SHOE TRIMMINGS"

1906 PINE ST. • ST. LOUIS 3, MO.

EXPERIENCE DICTATES
THE USE OF SETON LEATHERS

DURONA
DUDEROO

WHITE
ZEPHYR BUCK
Sides & Kips

SETON
PATENT

SETON LEATHER CO.
Newark 4, New Jersey

shoe must bear against this button, the wrapper just cannot be cemented in more than the margin of the button permits.

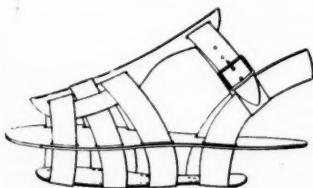
The method probably offers a clearer understanding of the tensioning effect of all this—the wrapper in the process of being fed into and through the rolls is also subjected to a side pull caused by the restraint of the button to keep the shoe far enough away from the bottom as to be cemented approximately 1/16 of an inch from the wrapper's edge.

The foregoing applies with equal effectiveness to flat or cement lasting; namely, that this machine adequately cements the bottom edge of the upper in preparation for accurate cement lasting.

Source: Pat. No. 2,466,817; United Shoe Machinery Corp., Boston.

Sandal

Figure 1 shows the use of a kind of subssole suspended in parachute basket fashion below the insole. This suspension merely is used to illustrate the construction; also to show how the sandal straps may be attached easily. In other words, instead of the usual method of inserting the



sandal straps through perforated slots in the insole and then tacking over the ends to that same insole, this process provides for making a slightly longer strap to go over another thickness of this sub insole.

How this sub insole may be permanently fastened to the insole can readily be appreciated when most all sandals of this type are California stitched-outsole to insole.

Source: Pat. No. 2,468,573; John Rimer, Marblehead, Mass.

• Welco Shoe Corp., Waynesville, makers of shoes embodying the Foam-tread principle, reports it has tripled employment in the last year and now operates two plants working on three shifts to meet the demand for Foam-tread shoes and slippers. Recent promotion campaigns of Welco Foam-treads at Macy's in New York and Polsky's of Akron proved highly successful.

Foreign News And Markets

Iraq ...

The government is planning to increase exports of hides and skins to develop this as a source of earning dollars. A hide organization, supported by \$20,000 in government funds, has been set up to assist collectors, packers and traders in this commodity.

The approximate livestock population is as follows: sheep, 8,000,000; goats, 2,000,000; cattle, 1,000,000; horses, 200,000; buffaloes, 140,000; mules, 56,000. Prewar annual average animal slaughter, both "federal" and country (about 50-50) was approximately 1,400,000 sheep, 650,000 goats, 90,000 cows, 1,200 buffaloes.

Iraq has three modern tanneries with full mechanical equipment. There are also about 200 small hand-operated shops. The three major tanneries work at about one-third of capacity, sufficient to produce for domestic needs. Mediocre or inferior grade leather is turned out, mostly for low-income consumers. But the mechanical tanneries are rapidly improving their quality of output. Operating capital of these three tanneries is estimated at \$2.5 millions. Baghdad is the principal tanning center, Mosul second. The total annual output in 1947 was 650 tons of sole leather, 750,000 square feet of upper leather and lining leather. In 1940 no upper leather was produced, and only 100 tons of sole leather. Iraq has about 22 semi-mechanical shoe factories, almost all of them small shops.

Egypt ...

The 1948 production of hides and skins was about the same as in 1947: 135,000 buffalo hides, 90,000 cow and ox hides, 375,000 calfskins, 550,000 sheepskins, 900,000 goatskins, 80,000 camel hides. Egypt's leather output, however, was lower than that of 1947. Chief causes were removal of British armed forces, lack of foreign exchange, and lack of tanning materials. Of the leather produced, 85 percent is domestically consumed. Exports are tightly controlled. The quality of domestic leather is improving. Leather imports have been negligible.

Nigeria ...

This country has three main hide and skin centers, has some abattoirs with fairly good flaying operations. After flaying, the hides are soaked in a solution to prevent insects from feeding on them. The hides are then stretched on frames and dried in the sun. Hides from cattle outside the towns are carelessly handled. These dried hides are very brittle, crack during shipment. Transportation from the interior is primitive. Annual hide exports are around 2,000,000 pieces; sheep and goat exports, 3,600,000. Native tanneries are chiefly

primitive. There is a severe lack of water; also, heat affects temperature of the liquors; temperatures often rising above 100 degrees F. Tannage of sole leather is poor. Hides are rarely tanned more than a quarter through their thickness.

Africa ...

Discovery of a new drug to protect cattle from the dread tsetse fly is expected to increase hide output substantially in East and West Africa. An increase in cattle herds, and better quality hides, is certain to result. The cattle are not of the European or Argentine type because of climatic conditions. Hides compare with the dry hides obtained from Brazil. More grazing ground is now being opened as greater areas are being rid of the tsetse fly. Hides at present are not of good quality but are expected to rapidly improve. Improved hide drying methods are being studied. Village methods are still used predominantly, resulting in lack of uniformity, flaying efficiency, cleaning, etc. All these are under surveillance.

Syria ...

The leather industry has picked up due to the imposition of higher import duties and increased export demand for hides, skins and finished leather, the latter going chiefly to Palestine and Transjordan. The 1948 leather production is estimated: semi-tanned, vegetable-tanned sheepskins, 450,000 pieces; semi-tanned, vegetable-tanned goatskins, 160,000 pieces.

Consumption of tanning materials in 1948 (largely imported from Lebanon): potassium, 20 tons; sodium sulfate, 28 tons; chrome, 20 tons; sulfuric acid, 10 tons; colorant, six tons; minor chemicals, six tons.

China ...

Declared exports from Hong Kong in 1948, to the U. S.: 370,000 pounds buffalo hides; 274,000 pounds goatskins; 200,000 pounds; deerskins; 650 pounds reptile skins; 30,000 pounds hareskins; 363,500 pounds cattlehide trimmings. China's gallnut trade has not recovered its prewar importance. Exports in 1947 were 1,631 tons, was even lower in 1948, and is at a still lower rate this year. Prices offered are not enough to induce collections. Declared exports of gallnuts from Hong Kong to the U. S. in 1948 amounted to 750,400 pounds.

Outlook for the hide, skin, leather and tanning materials industry in China is impossible to foresee, now that the Communists dominate trade. Opinion is that prewar foreign status will never be regained so long as the Soviet has a hand in economic policy.

Philippines ...

Reduction of livestock continues, with chief decline in cattle. Cattle numbers this year number 750,000 as compared with 1,350,000 in 1939. Horses are 250,000 as against 370,000 before the war. Horsehides are second to cattlehides in importance here. There is little sheep or goat raising. Inspected slaughter of all livestock in 1948 was 825,000, compared with 1,050,000 prewar annual average. Uninspected slaughter is much larger.

Export of hides and skins in 1947 was 1,070,000 kilograms. Imports are comprised of 90 percent cattlehides.

Women's footwear manufacturing is increasing. They are made with imported leathers, and are underselling imported shoes. The manufacturers of rubber-soled canvas slippers are complaining about the smuggling in of these shoes from Hong Kong. This type footwear is arriving in partly finished condition, are completed in local Chinese shops.

Israeli ...

Conditions of scarcity as regards light weighing cattle hides and of increased demand of tanned light sole leathers and upper leathers as well continue to characterize the position of the leather market at this end. So far there have been considerable arrivals of imported raw cattle hides of heavy weights only, so that local tanners are feeling at present the need of lighter weights mostly. The local output of raw cattle hides is mostly of light weights, but not enough to cover the demand of local tanners. Owing to the scarcity of hard currency, imports of raw hides are extremely difficult at present. On the other hand the local tanning industry is in a position to increase the output and at the same time to improve the quality of the goods, which is so badly needed for the development of this industry. Tanners are receiving their moderate share of both local and imported raw materials at Government controlled prices, but not in sufficient quantities to enable them to employ their plant to full capacity.

In accordance with the economic program of austerity, it is well understood that imports of raw hides for which no payment in foreign currency is needed (i.e. as capital transfers of immigrants, as transfers of credit) accounts, held with foreign bankers for the purpose of investment in this country etc.) have priority. There is a profit margin—ranging from 8 to 12%—allowed in favor of the importer, who is obliged to supply such imported raw materials to tanners under Government instructions only. Considering the steady increase of the population and the growing consumption of tanned leathers, shoes, etc. There is a brisk demand for all kinds of leathers, especially full chrome upper leather and linings for manufacturing of shoes. Whereas a certain shortage in respect of light sole leather bellies and necks can be observed, heavy sole bends exceeding 5½ m/m are available in sufficient quantities to cover the present demand.

In respect of the shoe upper leathers a scarcity of full chrome Box calf, Willow-Box, White Nubuck is felt and quantities available are mostly of inferior qualities. Supplies of goat and sheep skins are not sufficient to cover the considerable demand of the local shoe and leather goods manufacturing industries.

Both supplies and prices of all kinds of tanned leathers are under Government control. So far no Israel import licenses for tanned leathers, payable in foreign currency, have been issued. There is a brisk demand for sole crepe rubber sheets for shoe manufacturers, but no Israel import licenses for these commodities are available for the time being, owing to the difficulty as regards foreign currency.

For the past few weeks some quantities of African tanned sole leather bends at special cheap prices, as well as European full chrome Boxcalf, Willowbox, White Nubuck etc., have been imported. Such imports however have been effected under condition that no payment of foreign currency was necessary. Arrivals of first class German brown Boxcalf leathers and small quantities of German sole leather bends at very competitive prices are reported. These quantities have been imported—for which no payment has been necessary—by immigrants, mostly during the past few weeks and were distributed not only for the manufacture of utility shoes, but also for the free consumer market as well. It is generally hoped that import restrictions will be somewhat relaxed in order to assist the development of economic life of this country.

Poland...

Leather production in 1948 reached an estimated 26,000 tons. A new factory is being built to process a new type of vegetable leaf said to contain 16-24 percent of high quality tannin. The vegetable plant is native to Central Russia and grows well in the Polish climate. It is also reported that there has been considerable success

in tanning codfish skins for use in women's shoe uppers. The leather has the appearance of lizard skin. Catfish skins are also being tanned for use in women's handbags and small leather goods.

Shoe production in 1948 reached 8,000,000 pairs, a sharp increase over 1947. Of these, about 60 percent are leather shoes, 40 percent non-leather. A goal of 6.6 million pairs had been set for the year. Imports of Czech shoes have now ceased. About a half million pairs of pig-skin shoes were produced last year.

Under the new Six-Year Plan a "network of shoe factories with modern equipment" has been planned. The aim is to reach the prewar production pattern of one pair per capita, 1937 being the last year that rate was attained. This means at least 100 percent increase in present output. Most of the shoes will be produced in large plants, with two such plants having a production capacity of 6,000,000 pairs annually. Existing plants will also be modernized and expanded. New tanneries are also included in the plan.

Italy...

Before the war about 50 percent of the country's leather requirements were met by home production. But now, due to livestock losses, only about 30 percent is domestically supplied. Imports of raw hides are expected to reach 61,000 tons this year, and rise to 73,000 tons by 1952, with ECA aid. Tanned hide imports will likely fall off sharply. The influx of ECA hides has stepped up tanning activity considerably, though hide prices have not declined appreciably.

Italian industry is plagued by feather-bod-

ding tactics of labor unions, and by padded payrolls. The Communist-dominated C.G. I.L. (Italian General Confederation of Labor) insists that there be no layoffs, despite business conditions. Result: costs difficult to reduce. Layoffs result in strikes. Also, the high cost-price situation reduces the opportunity for exports at satisfactory prices.

However, exportation of tanning material extracts is becoming substantial. A recent agreement was made to ship 3,000 tons to Russia. Prices continue downward—25 percent in the last year. The government, however, is becoming concerned about the felling of chestnut trees without replacement of plantings. Chestnut extract production in 1948 was 65,000 tons, of which 11,500 tons were exported.

Before the war consumption averaged about three-fourths of a pair per capita, but is now lower. It is hoped, nevertheless, that shoe exports will soon reach 1.5 million pairs a year valued at \$10,000,000, with the aid of ECA. Shoe exports have been very low—3,300 pairs monthly as compared with 40,000 pairs a month prewar. Italy's traditional shoe export markets—Switzerland and Belgium—have been largely captured by Britain and Czechoslovakia.

Naples is the glove center, 80-90 percent of the country's total leather glove production coming from there. Almost all are produced on a home-work basis at piece-work rates. Annual production of leather gloves is now estimated at 1,000,000 pairs, chiefly of kid, lamb and sheep leathers. This is only about 25 percent of prewar output. Exports have been running about 20 percent of prewar. Also, high production costs have been hampering glove exports.

WINSLOW



NORWOOD

MASS.

KIDDIE CHROME FULL CHROME TANNED LAMBSKINS

WINSLOW BROS. & SMITH COMPANY

STORES: BOSTON, 97 SOUTH ST. • NEW YORK, 12 SPRUCE STREET • CHICAGO, 173 NO. FRANKLIN ST.



FIRST QUALITY

Many manufacturers who carefully guard their built-up prestige insure the superior quality of their products by using THIELE LEATHERS, because they have entire confidence in Thiele's set policy of uniformly-high standard quality through every phase of Tanning.

• SPORTING GOODS and GLOVE LEATHERS •
GARMENT • HORSE • COW BELLIES • DEERSKINS • SPLITS
Also Contract Work

127 N. 27th St., Milwaukee 8, Wis.

THIELE TANNING COMPANY

Russia . . .

Production bonuses are used to a great extent, have been increased. This causes a wide inequality of wages. In plants with an average monthly wage of 800 rubles, some workers get as high as 14,000 rubles. Speed-up systems are commonplace, with special privileges and rewards for high output. Work quotas are rigidly enforced. Workers are constantly pushed to exceed quotas. Seniority is rewarded with bonuses up to 40 percent above normal rates are paid to workers with long service in plants. The best year for workers was in 1928, when living standards were 1/10 above those of Czarist days. Today real wages and living standards are only one half those of 1928. Purchasing power of the worker is one-tenth that of the American worker. A pair of shoes cost the Russian two weeks of work, the American only one day. The government has been placing all emphasis on heavy industry at the sacrifice of consumer goods production.

In 1948, output of leather shoes hit 23 percent above 1947, rubber footwear 37 percent higher, according to a recent Soviet economic report. However, much of the shoe output continues to be of poor quality. Some shoes last only a few days in wear. As a result, factory managers are being ruthlessly purged—sentenced to 4-6 years in labor camps. However, factory managers are plagued by government demands to meet excessively high production quotas while at the same time meeting quality standards. As a result, either quality or quantity—or both—suffers. And eventually so do the managers. Output in the larger factories has been 13-23 percent

below quotas, in addition to inferior quality of products.

A new leather substitute has been announced—a chemically treated plywood for insoles and counters. An estimated saving of three million hides a year will result, it is reported. The material is said to resemble leather in wearing quality, is flexible and has hygienic features. Also, a new method of processing sheepskins has been reported. The result is a kid-like leather suitable for shoes. The process utilizes fats and artificial resins.

Norway . . .

The production, imports and exports of hides and skins declined in 1948 due to unusually large numbers of cattle killed in 1947, and also to the cattle feed shortage caused by the 1946-47 drought. Most production is usually for domestic consumption, but some calfskins are exported. All tanners have to use domestic hides up to 25 percent of their requirements in the production of sole leather, although shoe manufacturers prefer imported hides.

Production of hides and skins for 1948 (with 1947 figures following in parentheses) was as follows, in metric tons: dried cow hides, 25,475 (41,330); dried calfskins 217,980 (248,085); salted bull hides, 30,315 (37,625); salted cow hides, 95,905 (139,740); salted kips, 107,255 (121,110); salted calfskins, 169,065 (192,845); salted horsehides, 14,715 (22,640); sheep and lamb skins, salted and dried, 754,345 (895,385); goatskins, salted and dried, 69,375 (106,885).

Shoe production has reached a prewar levels and even better. In 1939, shoe output was 3.2 million pairs valued at \$8

millions. In 1948 it was about 3.8 million pairs valued at \$18 millions. The shoe industry still experiences a labor shortage, especially among female workers.

Czechoslovakia . . .

This once industrially active and progressive country is slumping badly since the Communists took over. The nationalized industries are falling short of production quotas. Absenteeism is getting worse among the workers. Management, chiefly under Communist directorship, is very poor, confused, bungling. The country had a favorable trade balance before the Communists walked in, but the balance is now in the red. It is almost impossible for anyone to get a managerial job without joining the Party. Workers work long hours for smaller pay, are able to buy fewer consumer goods. Incentive, productivity and worker morale are steadily and sharply declining. The Czech Five-Year Plan (1949-53) is toward more industrialization, with emphasis on heavy industry. The average citizen is very pessimistic about the success of the plan. Workers are on a six-day 48-hour week as compared with the five-day 45-hour week in operation before the Soviet grab of the country.

Plans are to increase shoe exports by 35 percent by 1953. By then, average shoe consumption, it is expected, will have risen from the present 2.73 pairs to 3.67 pairs per capita, as in 1937. An agreement was recently concluded with Pakistan, the latter to receive \$830,000 worth of shoes and 880,000 in leather goods in exchange for one million goatskins and 250,000 cowhides.

The nationalized Bata shoe and leather

The Boston PLEATING MACHINE does that Expensive Pleating Job Faster-Better-Cheaper

We have models which make a continuous even pleat or a taper pleat. The taper pleat is very effective. You can start on the center of a piece of leather and make the pleat fan out toward the outer edge.

If the shoe design specifies right or left hand pleats, this simple-to-adjust machine "lays them on the line" in any desired width.

Remember—The Boston PLEATING MACHINE makes "a pleat that can't be beat".

Our agents will give you details.

BOSTON MACHINE WORKS CO.
LYNN MASS. U.S.A. CO.

BRANCH OFFICES:

Whitman, Mass.
Johnson City, N.Y.

Columbus, Ohio
Cincinnati, Ohio

Chicago, Ill.
Milwaukee, Wis.

Kitchener, Ont.
St. Louis, Mo.

Brooklyn, N.Y.
Los Angeles, Calif.



MODEL "U"

Leathers of Distinction . . .

ACME Grantan

KIPS and SIDES
LEATHER COMPANY, INC.

Distributors

Jefferson Leather Co., 119 Beach Street, Boston, Mass.
Paul J. Gerwin, 485 So. High Street, Columbus, Ohio
J. H. Spiegel, Inc., 191 William Street, New York, N. Y.
The John Harvey Leather Co., 1404 Locust Street, St. Louis 3, Mo.
The John Harvey Leather Co., 327 Arch Street, Philadelphia, Pa.
Stephens Leather Co., 406 Main St., Los Angeles 13, Calif.

ACME, 139 LYNNFIELD ST., PEABODY, MASS.

Suede
worth the difference

SLATTERY BROS. TANNING CO.
210 South St. Boston 11, Mass.



WRINGER

THE only successful press that prepares Sole Leather for drum tanning, extracting and oiling.

Also prepares both bark and chrome tanned sides and whole hides for the skiving and splitting machine.

Quirin Leather Press Co.
Olean, New York

BUCKLES BY

ORMOND

Roller-Non Roller
Steel or Brass Base
Crown finishes Smooth metal work
Roll finishes Formed tongues

Gold Bronze
Silver Gunmetal Colors
and all finishes

Ormond Write for Samples

NEW YORK, N.Y.

factories in Czechoslovakia have had their name changed to "Zvit," which means "Dawn." It is reported that soles and heels are being made by a new process based on use of leather scrap, which reduces costs by 50 percent.

Sweden . . .

Current cattle population is about 3,000,000 as compared with 3,700,000 in 1938. The tanning industry is centered in the extreme southern section of the country. Commercially used tanning materials consist of domestic spruce and oak bark extracts and imported quebracho. All types of leather are made. The tanning industry is well organized. Imports of finished leathers are small, mainly specialty types of upper leather (kid, patent, reptile). The importer's name or trade mark must be stamped on all imported sole, insole and belting leathers. Leather exports are very small, as the shoe and leather goods industries consume most of the domestic output. Also, there is little market for foreign leathers here. Sweden has stringent import and foreign exchange controls.

Rossi . . .

(Continued from page 18)

50 cents, or one or two dollars to the price of his shoe—depending upon the price range—and matched that price increase with corresponding values in quality, comfort, fit, service and style, four inevitable things might happen: (1) the industry's depressed profit structure would improve, with fewer mortalities and casualties; (2) the total dollar gain for the industry would be around a half billion; (3) consumers would be more satisfied, resulting in vastly improved industry-consumer relations; (4) a greater security would be provided the industry's 230,000 employees.

In short, the answer to improving the economic structure of the shoe industry does not lie in the fallacious theory of increased per capita consumption but in solidifying the financial position of the industry by providing a product meeting certain standard requirements of consumers, and sold at a reasonable price and profit.

There is nothing wrong with shoe business. The industry is essentially a healthy organism with a consistently healthy market. Whatever ills befall the industry may largely be traced to its own self-abuses—particularly the chronic abuse of depressed prices.

(Note: the second and concluding article will appear in the July 16 issue of LEATHER AND SHOES.)

LABOR NEWS

Representatives of the **Brotherhood of Shoe and Allied Craftsmen**, **Brockton**, and the **Associated Shoe Industries** have signed a new contract, effective to Jan. 2, 1951. The contract duplicates the former contract terminated on May 24 after it was extended for several months during the recent bargaining agent election, with the exception of a new vacation pay plan.

Under the new plan, shoe workers with six months or more service will receive 1949 vacation pay based on their total annual earnings divided by their number of pay checks. During 1950, vacation pay will be based on a percentage plan.

Arbitration proceedings between Massachusetts shoe manufacturers and the **United Shoe Workers of America**, CIO, have not resulted in any decision or agreement to date. Both the union and the manufacturers have presented their case before the state Board of Conciliation and Arbitration, with the union demanding a 10-cents per hour wage increase.

Hearings are expected to be postponed until July 11 immediately after the July 2 closing for one week. The board's action will be retroactive to July 1.

Fulton County, N. Y., Operators and Day Hands Union has voted unanimously to reject a contract proposal by the **National Association of Leather Glove Manufacturers**. Both the Layers Off Union and Cutters and Shavers previously accepted the proposal which call for no increase in wages. The contract offered the Day Hands was the same as that which expired on Mar. 31 except for one clause which Leonard Hannig, president, said could be interpreted to "im-pair present earnings."

Employees of the **Ohio Leather Co.**, Girard, O., have been granted a six-cents hourly increase plus three-weeks vacation for workers with 15 years of service. The contract was negotiated between company representatives and the **International Fur & Leather Workers Union**, CIO, employe bargaining agent.

The increase is retroactive to April 23, date of the expiration of the old contract, and is effective until June 23, 1950. A pension plan and hospitalization benefits demanded by the union were not included.

The Virginia Supreme Court of appeals has declined to grant an appeal to 23 union workers, members of the **International Fur & Leather Workers Union**, CIO, convicted last Nov. of vi-

olating a court-ordered injunction at the **Virginia Oak Tannery, Luray, Va.**

In addition to the 23 members, Local 265 of IFLWU and two international representatives were found guilty of contempt of the anti-mass-picketing injunction by Judge Floridus S. Crosby. The local was fined \$100 and members received sentences ranging from 60 days to a year in jail. Both the fine and sentences were later suspended.

United Shoe Workers of America, CIO, is negotiating new wage rates with **Thomas Cort, Ltd.**, New York City women's shoe manufacturer. The company is reported considering a move out of town, claiming that its final decision "depends upon the union," according to Myron W. Buechler, president of the firm.

Isadore Rosenberg, manager of Joint Council No. 13, claimed that the firm was considering liquidation and possible reorganization under a new name. This was denied by president Buechler.

Illinois Glove Co., Champaign, Ill., has negotiated a new labor contract with the Champaign-Urbana local of the **Glove Workers Union of America**. No change in wage rates was made due to present unsettled economic conditions, according to Miss Riza Potter of the union. Wage negotiations will be reopened in six months, and employes with 15 years of service will receive a bonus of an extra weeks' pay each year.

SPOT News

Massachusetts

● An involuntary petition in bankruptcy has been filed against **Whitman Bags, Inc.**, Boston handbag manufacturer, it is reported.

● **F. M. Manufacturing Co.**, Worcester contract stitching firm, has recently begun production of a line of California style wedgies for women. George David is supervising the new operation.

● **New England Shoe Pattern Manufacturer Assn.** members are scheduled to close their plants during the week of July 3 in cooperation with shoe manufacturers who are doing the same. Work will be resumed on July 11.

● A plaque marking the site of the first building in Milford to manufacture boots for wholesale trade has been dedicated by the Antick-ers Club there at the home of Walter Monks. The Monks home originally held the first factory, erected in 1796.

● Shoe production in many New England factories is reported to have accelerated with the coming of fall orders. Manufacturers reported widespread interest in women's volume grade shoes with orders being placed for Aug. 1 delivery. Men's volume shoe orders, however, are reported as spotty.

● **Fit-Well Shoe Co., Inc.**, is reported to have been organized in Haverhill by G. F. Newhall and Samuel Zetzel,

Tanners of Quality

SMOOTH AND ELK SIDE LEATHER

VEGETABLE

For Linings, Bag, Case, and Strap

CHROME RETAN SOLE LEATHER

Velvet Finished and Waterproofed

Contract Tanning

WISCONSIN
Leather Company
1830 S. THIRD ST., MILWAUKEE 4, WIS.

former owner of Zetzel Shoe Co. in Lynn. The new firm will produce women's novelty shoes in the \$5 to \$8 retail range. Capacity is reported at 400-500 pairs daily. W. T. Tracy, formerly associated with Caswell & Doucette, is superintendent.

● Donnell & Mudge Leather Co., Inc., Salem sheep leather tanners, was saved from complete destruction recently when its sprinkler system held a flash fire under control until the fire department could arrive. Water damage was extensive.

● A new committee which is planning the organization of a cooperative shoe business in Montello, is scheduled to meet early in July.

● Three executives of the North Shore Leather Co., Peabody, were sentenced recently in Federal Court in Boston for evasion of income taxes. Melvin Hershenson, treasurer; his father, Sol D. Hershenson, assistant treasurer; and a Malden accountant, William Claff who worked for the firm, were given three months to serve. The elder Hershenson's sentence was suspended and he was placed on probation for one year and Clapp was also fined \$600.

● Copley Shoe Co., Wakefield, is seeking fancy stitchers and Eagle Shoe Co., Everett, wants Puritan vampers. Narjos Shoe Co., Somerville wants cutters and a bottom cementer and upper sprayer. Hancock Shoe Corp., Boston needs outside cutters on stitch-down shoes.

● Pfeiffer's, Inc., division of Frank H. Pfeiffer Co., Inc., Worcester, recently opened a sales office at 206 Essex St. Ralph E. Carey is sales manager in charge of the office and will show the firm's lines of women's slippers and casual shoes.

New Hampshire

● An auction sales of Bradford Shoe Co., Inc., Hampton women's shoe manufacturers, was held on the premises June 28, it is reported. Capacity of the factory was 2000 pairs daily.

● J. F. McElwain Co., recently held a dinner for employees who had accumulated 25 years of service. Employees were given service checks and special awards.

New York

● The Boot & Shoe Travelers Assn. of New York is holding its annual outing on July 14 at North Hills Golf Club, Douglaston, L. I. Prizes for golf and other events have been donated by the trade. Members and guests from the shoe, leather and allied trades will attend.

● Vaisey-Bristol Shoe Co., Inc., Rochester manufacturers of baby shoes, is reported moving from 625 S. Goodman St., to a new location at 3842 Scio St.

● S. Enzler & Sons, Inc., New York City manufacturers of leather novel-

ties, has filed a petition for arrangement under Chapter XI of the Bankruptcy Act, it is reported.

● A meeting of creditors of Jean Edelstein Shoe Corp., New York City footwear wholesalers, was held on June 23, in New York City, it is reported. A 25 percent offer to creditors was taken under advisement.

● Business of Raftan Shoe Mfg. Co., New York, women's cemented shoe manufacturer, has been reported as discontinued.

● Workers at Endicott-Johnson Corp., Endicott, have elected a committee of 173 members to seek subscriptions in order to erect a mausoleum for the body of George F. Johnson, co-founder of the firm who died last Nov. 28.

● Negotiations are now underway for the purchase from the Consolidated Slipper Corp. of its old tannery buildings in Malone by the Tru-Stitch Moccasin Co. The latter, employing 440, plans to consolidate its operations on the property.

● Shields Slipper Corp., Bombay, plans to begin operations shortly at its Fort Covington plant. The firm will make a line of slippers and winter snow boots. Peter J. Gault will be superintendent and a payroll of 75 workers is expected when the plant reaches full productivity.

Pennsylvania

● John Hardy Shoe Co., a division of General Shoe Corp., Nashville, Tenn.,

Consult

**ORTHMANN
LABORATORIES INC.**

about any—and all—of your tanning problems.

● Get our advice—our help—relative to those perplexing difficulties regarding Finish—and Repair—in shoe factories.

● Fellowships in problems of research—for various industries allied with tanning.

● Have us develop any new processes you have under contemplation.

August C. Orthmann
Director & President
Milwaukee, Wis.

922 NORTH 4th STREET
Telephone: DAly 8-6426—8-6247

30

opened a retail unit in Philadelphia on July 1. The unit was its first in the local area.

● Bing-Cooper, Inc., Altoona shoe and slipper manufacturers, has adopted a group life insurance and sickness and accident program for its employees. The plan is also extended to employees of two-wholly-owned subsidiaries, A. Simon & Co., State College; and A. Simon & Co. of Altoona. Full cost of the insurance is carried by the employer.

● Registration certificate has been filed by Gino Scalabrini, Austin Vitacolonna and Shellie L. Beal to trade as Trio Leather & Shoe Findings Co., Philadelphia, it is reported.

● A. S. Kreider Co., Lebanon, has installed a new line of children's cowboy boots. The boots are made in either white or brown and retail from \$3 to \$5.

Ohio

● Walter T. Dickerson Co., Columbus, has prepared a booklet on foot health in relation to proper shoe fit. The firm, manufacturers of Arch-Relief shoes and the Archlock shoe for women, hopes to teach retailers how to sell a corrective shoe to the customer.

California

● C. H. Baker Corp., operating its own shoe stores in principal California cities since 1899, is expanding its sales volume through concession operations in leading California specialty and department stores in cities of 30,000 and over population. Gerald M. Greenclay, Inc., Los Angeles buying representatives, has been appointed to negotiate leases in cities where concession operations are planned.

● Cobblers, Inc., Los Angeles, has added a line of women's felt slippers to retail from \$4.50 to \$5.95. Most of the slippers have a 1% wedge heel and hand stitched floral vamp designs.

Maryland

● Baltimore Shoe Club will hold its four-day industry show at the Hotel Lord Baltimore July 24-27.

Washington, D. C.

● Dividend payments by the leather and textile industries combined reached a total in April of \$13,900,000, a gain of \$1,500,000 over April, 1948, the Commerce Dept. reports. However, for the three months ending with April, payments were down some \$2,200,000 from a year ago.

● The Livestock Advisory Committee of the Dept. of Agriculture has recommended that the government do more extensive research into at least three phases of leather problems. The report, filed in relation to the 1951 fiscal year programs under the Research and Marketing Act, reads: "Leather, another animal product, confronted with increased competition from synthetics, needs further research on such matters as: (1) Improve methods of tanning; (2) the best uses for leather of different weights; (3) Improvement of qualities for established uses, especially for insoles in shoes."

● The wholesale price index on hides and skins took a sharp dip for the week ending June 21, according to the Bureau of Labor Statistics. Based on 1926 as equal to 100, the index of recent weeks has been as follows: June 7, 190.5; June 14, 189.6; and June 21, 186.5. Compared to June 22 of last year, the drop has been 14.8 percent. At that time, the wholesale price index was 218.8 or fully 32.3 points higher than June 21.

● Average hourly earnings in the leather and leather products manufacturing fields climbed slightly in May over April, from \$1.146 to \$1.151, the Labor Dept. reports. However, weekly earning average dropped slightly from \$40.80 to \$39.71. Average hours worked in May reached a preliminary total of 34.5 hours per week per worker, a slight drop from the April average of 35.6 hours. National industry averages for May were \$1.375 for hourly pay, 38.6 hours worker per week, with average weekly pay of \$53.08.

New Jersey

● Lindenoid Sole Leather Co., Inc., Newark, has been adjudicated bank-

rupt by Referee William T. Cahill and Atty. George Furst appointed trustee under bond of \$10,000.

FINANCE

U. S. Leather Co.

U. S. Leather Co., New York City, reports a net loss of \$613,438 for the six months period ended April 30, 1949. An operating loss of \$589,551 before investment dividends and depreciation, was listed against an operating profit of \$852,450 in the same period last year. The firm reported a net profit of \$470,543 for the six-month period in 1948.

Selby Shoe Co.

Selby Shoe Co., reports net profits amounting to \$20,435 for the fiscal year ended April 30, 1949 as against a net profit of \$486,732 in the same period a year ago. Sales totaled \$15,394,836 compared with \$21,061,438 in 1948 while total current assets were \$7,160,080 as against \$8,278,376 last year. Current liabilities were listed at \$1,211,664 as against \$1,865,105 in 1948 while inventory was \$2,082,913 against \$4,895,000 last year.

Brown Shoe Co.


Net sales reported by Brown Shoe Co., St. Louis for the six-months ended April 30, 1949 were \$40,499,229 while net profit after income taxes was \$1,307,250. Net sales were 9.46 percent below the \$40,723,979 reported last year while net profit was 2.1 percent less than the \$1,335,208 of a year ago. Net profit was equal to \$2.49 per common share as against \$2.55 in 1948. Current assets were listed at \$26,772,120 with current liabilities of \$5,039,622.

Shoe Corp. of America

For the five months ended May 28, sales of the Shoe Corp. of America, New York City, totaled \$12,976,246 against \$12,374,427 a year ago, an increase of 4.86 percent. Retail sales for May were \$2,891,543 against sales of

FEATERS
by **Greenebaum**
VEGELEN
For the over-all demand for deep-toned, aniline finishes on full-bodied combination tannage, our Vegeleen is acclaimed superior.
J. GREENEBAUM TANNING COMPANY
CHICAGO MILWAUKEE BOSTON

STERN
A GOOD CAN NAME
SINCE 1901



THE STERN DRUM-TYPE CAN

STERN CAN COMPANY, INC.
181 ORLEANS STREET, EAST BOSTON 28, MASS.



WINDRAM
Quality

COMBINING — ELASTICIZING
PLASTICS
BACKING CLOTH

WINDRAM
MANUFACTURING COMPANY
Established 1867
3 Dorchester St., So. Boston, Mass.

Brazilian Leathers

Ask
Schlossinger & Cia. Ltda.

Caixa Postal 917
Sao Paulo, Brazil

ago, a gain of 1.52 percent. Although the company reports a continued rise in sales during the year, it now operates 328 retail units as against 317 a year ago.

Champion Shoe Machinery

Net income of \$76,992 for the year ended Dec. 31, 1948 was listed by Champion Shoe Machinery Co. Net income for 1947 was \$110,819.

General Shoe Corp.

General Shoe Corp., Nashville, Tenn. reports a net profit of \$1,041,220 for the six months ended April 30, 1949 as compared with \$1,461,487 a year ago. Net sales were also lower than a year ago with \$38,416,777 listed against \$40,471,107 in 1948.



▲ George Gove, upper leather buyer with Geo. E. Keith Co., Brockton, Mass., retired on July 1. Gove has been with the firm for many years and is very well-known in the trade.

▲ Louis Bergman and John T. Brookhouse, formerly with the Frederick W. Dow Leather Co., Boston, Mass., leather wholesalers, have taken over representation in New England for Eagle-Ottawa Leather Co., McNeely & Price Co., Baby Calf Distributors (New York), and Alfred Vamos. The firm will be known as Bergman and Brookhouse, it is reported, with headquarters at 112 Beach St., Boston.

▲ John Murphy, former manager for the Edison Bros. Burt's Shoe store in Oklahoma City, has been promoted to regional manager for nine Edison stores in the Detroit area. He will also be in charge of Michigan stores at Lansing and Grand Rapids. Murphy has been associated with the company since 1931. His headquarters will be in Detroit.

▲ R. Howard Webster of Montreal has been elected a director of The Brown Co., manufacturer of shoe innersoles. He succeeds Ernest M. Hopkins who has resigned. All other officers and directors were re-elected recently at the annual meeting.

▲ Arthur A. Williams, president of Goodwill Shoe Co., and Safety First Shoe Co., Holliston, Mass., will head the International Packing Corp., Worcester, which recently purchased the Dodge-Davis woolen plant in Bristol, N. H. The new corporation is reported to be ready to begin making leather and synthetic rubber packings for industrial use. Williams is also president of Graton & Knight, Worcester tanners.

▲ R. S. Lockridge, superintendent of the Halifax plant of Craddock-Terry Shoe Corp., Lynchburg, Va., has been promoted to division superintendent of the Halifax, Victoria, Farmville and Chase City plants. Norman Brown

will succeed Lockridge as superintendent of the Halifax plant.

▲ Vernon J. Luke is now representing Selby Arch Preservers in Texas, Oklahoma, Arkansas, New Mexico and part of Louisiana. Luke was associated with the Brown Shoe Co., St. Louis, for 10 years.

▲ Harvey Bloom is now covering New England for Bay State Shoe Supply Co., Boston. Bloom was formerly in the cut sole business.

▲ Walter Reed, formerly associated with the Vulcan Last Co., is now covering New England for Sterling Last Co. He has opened a sales office at 210 Lincoln St., Boston.

▲ Oscar C. Orman has been appointed general manager of the Robin Hood Division of Brown Shoe Co., St. Louis, replacing C. D. Jordan who has resigned. Orman has been a sales representative of the Juvenile Shoe Corp. of America and was secretary and manager of the St. Louis Shoe Manufacturers' Assn. from 1946 to 1948. The Robin Hood Division manufactures and sells infants', childrens', growing girls' and misses' stitchdowns, slip lasted and lock stitch shoes and composites.

▲ Eugene R. McCarthy, vice chairman of the board of Brown Shoe Co., has been re-elected president of the National Council of the YMCA at the groups annual meeting in Washington, D. C. He will have under him an organization of 1300 YMCA units with a combined membership of more than two million.

▲ Joseph C. Goyette, Haverhill manager-treasurer of United Shoe Workers of America, CIO, has been named head of the organized labor division in the local Jimmy Cancer Fund drive.

▲ Louis Halpern has opened a sales office at 186 Lincoln St., Boston. He represents American Shoe Co., Inc., South Boston; Mary-Lou Shoe Mfg. Co., Boston; and State Slipper & Shoe Co., Boston. He is carrying lines of men's dress oxfords to retail at about \$5, misses' and children's stitch-down sport oxfords and felt and leather slippers.

▲ Elliot Friese is no longer associated with Kleven Shoe Co., Spencer, Mass. He was a sales representative for the firm.

▲ August Levy, president of Charles Meis Shoe Co., Cincinnati, has been named regional co-chairman of the Abraham Shapiro Memorial Committee organized by representatives of the shoe industry to sponsor a memorial for Shapiro, late Boston shoe manufacturer and philanthropist. The memorial is to be erected at Brandeis University, Waltham, Mass. of which Shapiro was a founding member of the board of trustees.

▲ W. E. Bittner, director of purchases for the Diamond Alkali Co., Cleveland, has been named a vice president of the concern. He held the post of director of purchases for eight years and has been active in purchasing agent association work.

Leather MARKETS

Market quiet this week. Sales spotty and conservative as shoe manufacturers prepare for one week vacation shutdown.

Sole Leather

Little activity in Boston sole leather market this week. Prices a bit softer but buyers postpone buying until after week of July 4 shutdown. Low grade women's soles still draw most interest but light bends are not too plentiful. Medium and heavy bends slow.

Light Bends: 61-64c
Medium Bends: 58-61c
Heavy Bends: 58-61c

Sole leather tanners in Philadelphia report that the price of hides has continued to ease a bit. Many tanners have been paying prices for hides which were much higher than last year, while they had not been able to increase their prices. They absorbed the increase and thus their profit was cut. Since hide prices have come down and tanners prices have remained static, their profit has increased and this makes a brighter picture. Heads continue to sell well; Bellies remain at 35c and shoulders at 55c and are going well. Factory leathers continue to sell well. Bends are selling at unchanged prices of 64c for light weight, 62c for middle and the same for heavy. The slump continues in finding bends. There is no indication that repair leather will pick up.

Sole Leather Offer

Buying slackens off in Boston market. Prices fairly steady but few large sales reported. Some interest in light bellies with bulk of sales concentrated at 31-32c. Steer bellies find less demand; sell mostly at 33-34c. Short supply of single shoulders with heads on holds prices firm with dealers quoting up to 46c for lights; up to 41c for heavies. Continuing demand for low price cut soles keeps selling price close to dealer's quotations. Double rough shoulders bring 48-55c; heads sell up to 19c with best business done at 16-18c. Moderate interest in fore shanks at 22c and down. Hind shanks quiet.

Bellies: Steers, 33-35c; Cows, 31-32c
Single shoulders, heads on: Light 41-46; Heavy 38-41c
Double rough shoulders: 48-55c
Heads: 16-18c
Fore shanks: 22-25c
Hind shanks: 25-27c

Welting

New welting business spotty. Some makers of regular Goodyear welting get fair business, most look forward to after-vacation period for sales. Prices generally firm with 73c paid for $\frac{1}{2}$ by $\frac{1}{8}$ inch stock. Specialty welting very widely used, new orders good. Synthetic welting of all types does well as shoemakers look on all cost-saving items favorably.

LEATHER: ITS PRICE AND TREND

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1948 HIGH
CALF (Men's HM)	95-1.15	95-1.15	97-1.10	1.30-1.48
CALF (Women's)	80-1.02	80-1.02	90-1.00	1.40-1.48
CALF SUEDE	1.00-1.15	1.00-1.20	1.00-1.30	1.45-1.90
KID (Black Glazed)	45-65	45-65	60-85	70-90
KID SUEDE	45-65	45-65	60-85	70-90
PATENT (Extreme)	48-56	48-56	50-60	76-82
SHEEP (Russet Linings)	18-22	18-22	19-22	23-25
KIPS (Corrected)	55-59	55-59	60-63	70-75
EXTREMES (Corrected)	46-53	46-53	50-54	60-65
WORK ELK (Corrected)	44-49	44-49	48-51	56-60
SOLE (Light Bends)	61-64	61-63	78-80	90-95
BELLIES	32-35	32-35	39-41	44-47
SHOULDERS (Dble. Rgh.)	49-55	49-54	63-65	77-80
SPLITS (Lt. Suede)	37-43	37-43	38-42	41-45
SPLITS (Finished Linings)	20-23	20-23	23-25	27
SPLITS (Gussets)	18-19	18-19	20-21	21-22
WELTING ($1\frac{1}{2} \times \frac{1}{8}$)	$7\frac{3}{4}$	$8\frac{1}{4}$	10	11-11 $\frac{1}{2}$
LIGHT NATIVE COWS	22-23 $\frac{1}{2}$	25-26 $\frac{1}{2}$	29-30 $\frac{1}{2}$	33

All prices quoted are the range on best selection of standard tannages using quality rawstock.

RELAX FELLA!



TIOGA OAK

SOLE LEATHER

Will fill the...

TOUGHEST BILL

You know there's no substitute for genuine leather! We know that genuine TIOGA Oak sole leather will fill your most exacting needs!



CUT STOCK
BENDS
BACKS
BELLIES
SHOULDERS

EBERLE

TANNING CO.
Westfield, Penna.

Calf Leathers

Boston calf market slows down this week with manufacturers' vacation pending. Business "not too active, definitely conservative," says one tanner. Lower grade women's weights at 60c and down widely wanted, not too plentiful. Interest slower above this price. Better grades in men's weights move well when available. Sales made up to \$1.15. Middle and lower grades neglected. Suede moves fairly well with better business still done at \$1.00 and down. Heavy brushed leather for women's unlined shoes picks up. Bulk of sales reported between 80c to \$1.04. Most buying activity concentrated at 4 oz. weight.

Men's weights: B \$1.10-1.15; C \$1.05-1.07; D 85-99c; X 75-95; XX 60c
Women's weights: B 8½c-\$1.02; C

83-97c; D 78-9c; X (8-8½c; XZ 55-65c

Suede: \$1.10-1.20; \$1.03-1.10; 90-93c

Kid Leathers

Philadelphia kid leather tanners show some variation in their statements. While many report that the market is dull in every kind of kid leather except black suede, a few say that business, while not showing too much activity has had no slump and that orders have been coming in steadily from New York State, the Middle West and New England.

Black suede is selling in all price ranges, and there is more demand for brown, very little demand for colors. Glazed is still fairly slow, aside from black.

Lots of interest is shown in linings but the manufacturers do not want to pay tanners' prices which run from 30c to 45c. Some have been able to do business at these prices while others have been forced to make a slight price adjustment before shoe manufacturers would pay. Sheep linings are still cutting into kid lining sales.

Slipper leather is going well. Some tanners are selling this type of leather in all colors for use in cowboy boots. It is used for the colored trim and decoration of the boots and there are indications of a good market for this in Texas. Slipper manufacturers are buying in blue, red, wine and brown, at unchanged prices.

The rawskin market is still firm and shows no signs of changing although many tanners are holding out still, and not placing orders. Tanners who use Brazilian goatskin find that government policies in Brazil tend to discourage goat raising and because of limited goats, prices of skins are high. In Argentina the skins are under government control and prices are high. Some tanners have tried pricing Nigerian skins and found that they are very high \$1.49 per lb. Nigerian traders state they can get this price in pounds sterling in Europe and will not lower prices while this situation exists. American tanners do not see the way clear to lower prices if European competition persists.

Little new in Boston kid market. Tanners report spotty sales, soft prices, no signs of change in coming weeks. Black suede draws most interest with brown showing some increased demand. Other colors such as burgundy draw some attention but buying is concentrated on cheaper grades below 55c. Buyers take all they can get below 50c but here the supply is limited. Glazed quiet although manufacturers do some fall sampling. Here again, buyers are interested only in cheaper grades. Despite more interest in slipper kid, sales are made generally at 50c and down. Brown most popular color with wine, blue, green and burgundy finding takers. Linings move slowly; some sales reported between 25-30c. Above that, buyers not interested.

Sheep Leathers

Boston tanners find market quiet this week. July shutdowns cause buyers to hold back larger orders. Firm rawskin market keeps prices steady. Best business in shoe linings done between 17-21c. Boot linings draw 22c and down. Slipper manufacturers slow down orders for vegetable and chrome linings. Tanners ask up to 28c for chrome linings; find buyers interested only in grades at 26c and down. Colored vegetable linings move best at 17-21c. Garment suedes and grains quiet.

Russet linings: 22, 20, 18, 16, 12, 10c.
Colored vegetable linings: 22, 20, 18, 16, 14c.

Hat sweat: 26, 24, 22, 20c.
Chrome linings: 28, 26, 24c.
Garment suede: 26, 24, 22c.
Garment grains: 22, 20, 18c.

Splits

Boston split market reflects seasonal slowdown although demand still fair.

Specialists in SPLITS



ALSO
TANNERS OF
GLOVE LEATHERS
HORSEHIDES
CHROME SPLITS
DEERSKINS
COW BELLIES
SHANKS

These are times of specialization. Our entire organization has devoted its efforts in developing—Superb Splits—that top them all.

SPECIALTY TANNERS of
SUEDE SPLITS • SOLE SPLITS
LINING SPLITS

A. L. GEBHARDT CO.

416 NORTH WATER ST.

MILWAUKEE 1, WIS.

Gebhardt-Vogel Tanning Co., 706 W. Oregon, Mil.



*A New Addition to
an Honored Name
in Leather*

SUPEREES

QUALITY BELTING, PACKING BRIDLE and STRAP LEATHERS

HANS REES' SONS

NEW YORK 7, N. Y. • ASHEVILLE, N. C.

Leadership for over a century

Suede widely wanted; prices firm. Black and brown far in lead. Women's larger spread suede splits, 4 ft. and up, active when available. Smaller splits find less interest. Other split leathers less active, prices show less tendency to push above present levels. Finished linings not too active with most sales made at 22c and down. Work shoe finds some takers at 30c and down. Retan sole splits slow down slightly; sales made mostly between 30-40c, according to weight and trim. Following are quotations on standard tannages:

Light suede: 36-43; 34-41; 32-38
Suede heavy: 44-47; 42-44; 39-41
Retan Sole: 40, 38, 35, 33, 30
Finished Linings: 18-20; 20-23; 22-25

Side Leathers

General shoe plant vacations slow down Boston side leather market. Tanners report fewer large sales than week ago. Prices, however, show tendency to firm up after leveling off last week. Shortage of corrected kips together with good demand keeps prices at recent levels. Regular tannages sell at 59c and down. Most sales of heavy aniline extremes made at 58c and down. Work elk slower; tanners ask up to 49c. Quotations show price range on standard tannages:

Heavy Aniline Extremes: B 54-58c; C 50-52c; D 45-48c; X 40-42c
Corrected Kips: B 55-59; C 53-57; D 51-54; X 45-47c
Corrected Extremes: 46-52; 44-50; 42-48; 39-42c
Corrected Large: 45-49; 43-47; 41-45; 37-41
Work Elk: 44-49; 42-47; 40-45; 38-43c

Belting Leathers

Belting leather tanners in Philadelphia say there is a large demand for double rough shoulders. Specialties manufacturers are buying at prices which remain at level quoted for past few weeks. Welting is doing quite well at unchanged prices. Factory belting is bad. Bend butts are not selling at all.

Curriers report that although business was a little better for a few days last week, with orders suddenly coming in from all over the country this was a very slight flurry and business has died down. This current slump may have two causes—the usual slow time at the end of June due to vacation season, plus general poor market conditions.

Prices are down about 2c. Bend butts sell at \$1.14 for best selection, \$1.10 second and \$1.06 third. On other carried items prices are also down approximately 2c.

If business continues dull curriers plan to keep only office help on during first two weeks in July.

Glove Leathers

Rumors of impending price cuts in merchandise, other than gloves, seem to have sapped what little courage was left in Fulton County buyers. The past week has produced little business of any importance.

Leather prices remain firm. There is nothing in the picture to warrant a reduction. Even devaluation of Sterl-

ing with a consequent reduction in raw skin prices would have no effect on leather for this year's consumption.

Domestic leathers are firmer since the last New Zealand auction. As a matter of fact, good domestic type skins are hard to find. And normal demand would push the price up several cents per foot. Leather buying in this market is on a hand-to-mouth basis as manufacturers refuse to pile up a modest inventory.

Midwestern markets holding firm. Several tanners, during the past week, anticipated an upward adjustment in prices, but have not as yet made any official announcements. Although business is not broad, it is described as

good. Prices vary according to the quality. In the light-medium weights, No. 1 splits priced from 18 to 20c, No. 2 from 17 to 19c and No. 3 from 16 to 18c, with specialty lots bringing perhaps one cent more. Tannery run is quoted at 18c.

Garment Leathers

The peak of the season is almost reached in the garment leather field. Most tanners in the Midwest report steady to stronger prices being obtained on rather brisk business at the moment. Depending upon the tannages, prices vary anywhere from 2 to 3c more than the following prices: men's garment suede at 26c, grain gar-

CHROME SPLITS

FOR GLOVE · GARMENT AND
SPORTING GOODS TRADE

COW BELLIES
COW SIDES
HORSE FRONTS

LAW TANNING
COMPANY
401 SO. 7th St. MILWAUKEE, WIS.

the INSIDE
story of
all good shoes

GEILICH
LINING LEATHERS

GEILICH LEATHER CO., TAUNTON, MASS.

CARR SUEDE

CARR BUCK

Black & Colors

CARR LEATHER CO.
69 SOUTH ST.
BOSTON
TANNERIES AT PEABODY

nent with high colors in grain garment quoted up to 26. The horsehide leather market, although not as active, is holding firm from a price standpoint. Average horsehide leather brings generally 35c, with the very best selling up to 38c.

Bag, Case and Strap

Just a week ago, several leading tanners were on the verge of cutting prices anywhere from 2 to 4c on the better quality selections. A slightly different tone has developed however, since that time. Tanners report a slight improvement in volume of business being transacted and are, at the moment, holding off these price revisions, until the market becomes more established. List prices, consequently, are holding unchanged from last week.

2 ounce case	46, 43, 40c
2½ ounce case	48, 46, 43c
3½ ounce strap	56, 53, 50c
4 ounce strap	60, 57, 54c
5 ounce strap	64, 61, 58c

Harness Leathers

As in most other markets, conditions in the harness leather field are slow. Little has been done in the way of price adjustments insofar as the official list price is concerned. The prices involved in most transactions depend upon the volume, quality, etc. However, the general range is holding at 75c, 71c, 67c and 63c for the grades A, B, C, and D, respectively. Backs are holding bringing 11c per pound additional.

TANNING Materials

Prices Firm

Raw tanning materials prices continued firm this week with quotations going unchanged. Business was merely routine however and demand was spotty. Tanning extracts were on a comparable basis—no change in prices, and tanners' interest reflected the lack of normal activity in sole leather tanning.

Movement in tanning oils was moderate to slow as tanners' made purchases to meet requirements but no more. Some items remained on a steady basis while others were a shade under previous quotations.

Raw Tanning Materials

Divi divi, shipment, bags.....	\$66.00-67.00
Wattle bark, ton.....	\$81.00-83.00
Sumac, 28% leaf	\$75.00
100% leaf	\$80.00
Myrobalans, J. Is, \$61.00-62.00,	
J. 2s	\$55.00
Valonia Cups, 30-32% guaranteed	\$90.00

Tanning Extracts

Chestnut extract, clarified, 25% tannin, lbs.039
Bbl., L. L., .046; c. l.046
Powdered, bags, c. l.11
Cuteh, solid Borneo, 55% tannin, plus duty081½

Quality and Uniformity

Armour's QUALITY Leathers

Factory SOLE LEATHERS

BENDS • BACKS • CROPS • BUTTS • HEADS
SHOULDERS • BELLIES • SHANKS, Etc.

OUTSOLES

MEN'S • WOMEN'S • BOY'S
MISSSES' • CHILDREN'S
IN ALL GRADES AND WEIGHTS

Headquarters for Sole Leathers

Complete line of leather INSOLES and leather COUNTERS

ARMOUR LEATHER CO.
CHICAGO • NEW YORK • BOSTON

Quality UPPER LEATHERS

★ Dress
★ Sport
★ Work

IN BLACK AND COLORS

MONARCH LEATHERS

Monarch Leather Co.
CABLE ADDRESS: MONLEAGO
1127 W. Division St., Chicago
New York • Boston • San Francisco

A. H. ROSS & SONS

Since 1888
Specialty Leathers
Side—Horse
Well known Tannages

**KLENZETTE
ANILETTE
ROSS-ETTE**
and the popular

ORIGINAL GENUINE Kleenette
WASHABLE LEATHER

A. H. Ross & Sons Co.
Chicago 22, Illinois

NEW YORK: Bankers & Sons, Inc.
SAINT LOUIS: A. W. Meyer
MILWAUKEE: A. W. Meyer
CHICAGO: J. K. Reynolds Co.
LOS ANGELES: J. J. & A. J. Tannery
BOSTON: Merchants' Supply
PHILADELPHIA: Schuylkill Leather Co.

Gambier Extract, 25% tannin, bbls.	.09½ .12
Hemlock extract, 25% tannin, tk. cars, f.o.b. wis.	.0525
Bbls., c.i. and l.c.l.	.0675
Oak bark extract, 25% tannin, lb. Quebracho extract	
Solid, ord., basis 63% tannin, c.i., plus duty	.10 23/32
Solid, clar., basis 64% tannin, c.i.	.11 13/32
Liquid, basis 35% tannin, bbls.	.09
Ground extract	.17½
Powdered super spruce, bags, c.i., .05¼; l.c.l.	.05½
Spruce extract, lb. bbls. c.i.	.02½
L.c.l., 63¼; tks.	.01¼
tks., 6¼; 4¼; bbls.	.06¼
Wattle bark extract, solid.	.09-.09½

Tanners' Oils

Cold oil, Nfld., drums	\$.125
Castor oil No. 1 C.P. drs. l.c.l.	.20
Sulphonated castor oil, 75%	.19
Cod, sulphonated, pure 25% moisture	.16½
Cod, sulphonated, 25% added mineral	.12½
Cod, sulphonated, 50% added mineral	.19½
Linseed, raw tks., drums, c. l. and l.c.l.	.23-.25
Neatsfoot, 20° C.T.	.24
Neatsfoot, 30° C.T.	.22
Neatsfoot, 40° C.T.	.19
Neatsfoot, extra drums	.22
Neatsfoot, No. 1, drums	.24
Neatsfoot, sulphonated	.16
Olive, dom. denatured, bbls., gal.	4.00-4.25
Waterless Moellon	.19
Moellon, 20% water	.17
Moellon, 25% water	.16
Artificial Moellon, 25% moisture	.16
Chamois Moellon	.15
Common degrass	.10-.13
Neutral degrass	.20-.22
Sulphonated tallow, 75%	.10
Sulphonated tallow, 50%	.08
Sponging compound	.12
Split oil	.13
Sulphonated sperm, 25% water	.20
Petroleum Oils, 200 seconds viscosity	.12
Petroleum Oils, 150 seconds viscosity	.13
Petroleum Oils, 100 seconds viscosity	.11

DEATHS

Sylvester A. Weyenberg

... 51, vice president and manager of the Simplex Shoe Mfg. Co., Milwaukee, and a director of the Weyenberg Shoe Mfg. Co., also of Milwaukee was killed and his wife seriously injured in an automobile accident June 21, near Hartland, Wis. Mr. Weyenberg lost control of his car on a curve, struck a cement culvert and overturned.

He had been with Simplex since its organization in 1920. His brother Frank is president of both companies. He was a graduate of Marquette University, and was a member of the Marquette and Wisconsin University Clubs. Besides his wife and brother, he leaves two sons, Lee and Dirk, two other brothers, Edmund and Lloyd, and eight sisters.

Walter R. Dolphin

... 66, Lynn leather dealer and head of Walter R. Dolphin Co., sole dealer, died June 26, at his Marblehead, Mass. home. He leaves his wife, Lilla and two daughters, Mrs. Virginia Simpson, and Mrs. Jenie Power.

L. Haviland Nelson

... founder of the firm now called Nelson-Roney Co., San Francisco tan-



Real White SHEEP

Actually Tanned WHITE—Not Bleached

THOMAS A. O'KEEFE

EST. 1907

LEATHER COMPANY

4 GOODHUE ST.

SALEM, MASS.

Also . . . General Line of SHEEPSKINS for

SHOE AND GARMENT TRADES

LIBERTY BELL



DOUBLE OAK SHOULDER WELTING

"TOPS" FOR QUALITY

McADOO & ALLEN WELTING CO.

QUAKERTOWN, PENNSYLVANIA

Agencies in Principal Centers in the United States and throughout the world.



★ **Eagle** ★ **Ottawa**
CORRECTED GRAIN CORRECTED GRAIN
ELK SIDES

★ **Mexican** ★ **Tuftoe**
PRINTS TIPPING

Flexible Splits

SALES OFFICES IN PRINCIPAL CITIES

EAGLE-OTTAWA LEATHER COMPANY, GRAND HAVEN, MICH.

RAWHIDE

Laces

FOR
RUGGED
BOOTS
and
SHOES



**CALIFORNIA
TANNING
CO.**

1905 SHENANDOAH AVE.
ST. LOUIS 4, MO.

Linco

Time-Tested
FORMULAS

"LET LINCO PRODUCTS
HELP YOU MAKE BETTER
LEATHERS AT LOWER COST"

L.
H.
LINCOLN
and
SON
INC.

COUDERSPORT
PENNSYLVANIA

BATES
•
LEATHER FILLERS
•
SOLE LEATHER
FINISHES
•
SPONGING AND
WASHING COMPOUNDS
•
TANNERS' SUGAR
AND LIME
•
COLLOIDAL CLAYS
•
CHEMICALS

ners agents, died June 22 at his home in Frederick, Md. He was formerly associated with the U. S. Leather Co., from its inception to 1927. He retired from Roney in 1947.

Mrs. Mary Carter Sloan

... 92, widow of the late James M. Sloan who was vice-president of the Hamilton Brown Shoe Co. of St. Louis, died June 11 of infirmities at her home in Ponte Vedra, Fla. where she had resided for the past three years. Mr. Sloan died in 1917.

Mrs. Sloan is survived by two sons, W. Carter Sloan of St. Louis, Eugene Sloan of Chicago, and five daughters, Mrs. Isaac C. Orr, St. Louis, Mrs. Lucia S. Hopkins, La Jolla, Cal., Miss Berkeley Sloan, Mrs. Mark M. Anderson and Mrs. George Dock, Jr. all of Ponte Vedra.

Mrs. Sloan was buried in St. Louis.

Frederick S. Brill

... 65, shoe salesman in the Rochester, N. Y. area since 1912, died June 10 of a heart attack while in Poughkeepsie. For the last several years, Brill had been sales representative for the Taylor Shoe Co., Boston. He had also been connected with several other nationally-known shoe manufacturers in a similar capacity. His wife and sister survive.

Ernest Williams

... 80, prominent Holliston, Mass. resident and brother of Arthur A. Williams, president of Graton & Knight, Worcester, Mass. tanners, died recently at Framingham Union hospital. Williams was formerly superintendent of Goodwill Shoe Co., Holliston. He leaves his son, Charles A.; a daughter, Mrs. Clifford B. Bassett; three brothers, Arthur A., Rev. Walter B. and Ex-Governor's Councillor Harry H. Williams; and three grandchildren.

• Directors of the Ohio Leather Co., Girard, have voted to split the common shares four to one, with a \$5 par value, as soon as a meeting of stockholders can be held. Some 73,327 shares are outstanding. The board declared a dividend of \$1 on common stock, payable July 1 to stock of record June 23.

• Denver Shoe Mfg. Co., Denver footwear manufacturers, has filed a voluntary petition in bankruptcy listing assets of \$17,888 and liabilities of \$22,951, it is reported.

• The International Exhibition of the Leather Industry will be held in Milan Italy Sept. 25-Oct. 2. Representation is expected by several hundred firms from over 20 different countries. A wide variety of leather, shoes and other leather products and tanning materials will be exhibited.

**Laub Quality is Famous
in Leather Specialties, too!**

For belts, sandals, bridle reins, saddles, saddle bags, etc., look to Laub for the best in quality leather.

Strap Sides and Backs
(Russet and colors)

Skirting Sides and Backs

Natural Tooling Strap Sides and Backs

Russet and Colored Strap Bellies

Double Waistbelt Shoulders
(Russet and colors)

Steer Harness Leather Sides
(Russet and black)

Stag Harness Leather Backs
(Russet and black)

GEO. LAUB'S SONS

TANNERS SINCE 1846

BUFFALO 6, N. Y.

AGENCIES
BOSTON: Merrihue & Company
GREATER NEW YORK: Thomas Leather Co.
PHILADELPHIA: Earl C. Cookman Co.
CHICAGO: Tiedemann Leather Co.
LOS ANGELES - SAN FRANCISCO: Ross White Co.

- **SPRUCE EXTRACT**
- **POWDERED SUPER SPRUCE**
- **LACTANX**

ROBESON

PROCESS COMPANY

GENERAL OFFICES

500 Fifth Avenue
New York 16, N. Y.

OPERATING PLANT AT
Erie, Pa.

**Advertise
Your Leathers
in
LEATHER & SHOES**

HIDES and SKINS

Packer market lower on moderate business. Small packer market quiet as traders watch big market. Calfskins tending lower; kipskins unchanged. Country hides dull with little interest.

Packer Hides

Business in the big packer market this week, while moderate, established new lower levels in many selections. Tanners continued to put pressure on the markets, feeling that they would buy only if they could buy more cheaply, something they successfully did. This business, while somewhat surprising to many who felt that this would be a quiet week, is nevertheless far from sufficient to clean up the hides that are around the market.

Steer selections dropped in many instances. Mixed heavy and light native steers were quoted at 19c, nominally 1c lower, while light native steers sold at 22c, 1½c lower than last week, although a ¼c drop was registered very late last week. Heavy steers sold at 18½c across the board for light grubbing hides as well as the Riverpoint take-off, which brought that selection down ½c on the topside. Extreme light native steers sold at 27½c, down ½c.

In branded steers several changes were noted. Butt brands and heavy Texas sold at 17c, down ½c, while Colorado moved at 16½c, also down ½c. Light Texas steers held at 20c, but extreme light Texas steers were moving at 24c, down 1½c from last business.

Cows were lower. Light native cows moved into a 22 to 23½ range, depending upon point of production, down 1½c. Heavy cows sold at 20c on the River, steady, but at 21½c for light grubbing hides, down about 17/8. Branded cows were inactive, nominally 20c, although it was doubted they would bring that in next business.

Small Packer Hides

Not much could be said about this market. Tanners, seemingly taking their vacations now until after the 4th

of July, pulled away from the market, and showed only slim interest. As far as price ideas are concerned, every individual has a different idea. Some sellers, still asking high prices, find no buyers looking at all. Others, asking lower levels find some very thin interest, but at least someone is looking around.

Prices hold around the 19c level, selected, for 48/50 lb. average small packer allweight native steers and cows, although some have felt as though 18½c is more closely in line. These levels are purely nominal, in the absence of trading. Lighter hides have lost most of their luster, bringing best ideas of around 23c selected for even the 38/40 lb. average Southwest-ern production.

Packer Calfskins

In spite of the fact that Northern light calfskins sold at steady money late last week, tanners claim that they do not see how the market can hold in

next business. However, while some are still willing to go along with the market and agree that 60c is a good price for Northern lights, most all agree that the heavies from big packers will sell at considerably less.

In the absence of business, the market is called 62½c nominal for Northern new trim heavy calfskins and 60c for the lights. The 62½c price must be quoted, however, since the last sale was at that price. Riverpoint calfskins, a question mark in the market today, are figured purely nominal at 55c for lights and 50c for heavies. The rumored business in Riverpoint production calfskin by a big packer has been talked below 50c on the heavies, but accurate establishment of the price is difficult.

New York trimmed packer calfskins are quoted nominally at \$3.50 for 3 to 4's \$4.00 for 4 to 5's, \$4.50 for 5 to 7's, \$5.25 for 7 to 9's, and \$8.25 for 9 to 12's.

Packer Kipskins

Packer kipskins are being pushed around conversationally, but nominal quotations of last sales levels hold. Some feel that with Riverpoint calfskins talked around 50c for heavies,

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close June 29	Close June 22	High For Week	Low For Week	Net Change
September	17.40-45	18.15	18.75	17.20	-75
December	17.65B	18.37	18.35	17.30	-72
March	17.10B	17.90B	17.80	17.00	-80
June	16.70B	17.50B	—	—	-80
Total sales, 178 lots.					

QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native steers	19	20	22	28 -30
Ex. light native steers	22½	28	29	33
Light native cows	22 -23½	23½-25	25 -26½	29½-30
Heavy native cows	20 -21½	20 -23½	22 -24½	29½-30
Native bulls	16 -16½	16 -16½	16½-17	20
Heavy Texas steers	17	17½	19	26½
Light Texas steers	20	20	21	26½
Ex. light Texas steers	24	25½	29	31½
Butt branded steers	17	17½	18½-19	26½
Colorado steers	16½	17	18½	26
Branded cows	20	20	20	28½-29
Branded bulls	15 -15½	15 -15½	15½-16	19
Packer calfskins	45 -62½	55 -62½	55 -65	*52½-57½
Chicago city calfskins	40	40 -45	40 -45	45
Packer kipskins	50	50	47	42½
Chicago city kipskins	30 -35	30 -35	30 -35	30

* Old trim basis

LEATHER

YESTERDAY—TODAY—
ALWAYS!

DERMABATE

COMPOUNDS AND LIQUID EXTRACTS

AMERICAN EXTRACT CO.

PORT
ALLEGANY, PA.

kipskins of any type will not be able to command 50c, the last paid price. What the revisions will be, if any, is hard to say.

Packer Northern new trim kipskins are nominally quoted at 50c for natives, 48c for Riverpoint and Northern mixed production, and 45c for overweights, although it is said that 43c has been paid.

New York trimmed packer kipskins are quoted at \$9.35 for 12 to 17's and \$9.75 for 17's and up.

Country Hides

The country market is slow. Tanners have said very little about the market except that they don't care to do any bidding. There is no need to take hides, they claim, first of all because of the prices that are asked, and secondly because leather business does not warrant any buying. All sections of the leather field are very slow, including most of the upper lines as well as the sole field.

Quotations are widely varied in this market depending upon the source of the quotation. Some sellers claim that the market is worth 17c but tanners just laugh and talk about 48/50 lb. country hides at 15c flat trimmed and no better. There have been bids, however, around 15½c on good quality 48 lb. average hides, which indicates that tanners would figure up to that level, but it is not a general idea.

The range on 48/50 lb. average all-weight 1's and 2's, according to quality, is 15 to 15½c, with lighter hides quotable at 17 to 17½c flat trimmed for the light average 38/40 lb. Southwestern hides.

Country Calfskins

The country calf market is quiet since so much talk about possible drops in the big packer market have been circulated. City skins, as well, are quiet, not much demand noted for any kind of quality offerings. Prices for city untrimmed skins are at 40c, purely nominal, with country untrimmed allweights also nominal at 26.

New York trimmed collector calfskins are quoted at \$2.75 for 3 to 4's, \$3.25 for 4 to 5's, \$4.00 for 5 to 7's, \$4.75 for 7 to 9's, and \$7.00 for 9 to 12's.

Country Kipskins

The country calf market is quiet changed, pending developments in the big packers. Tanners' ideas on country skins are in a range of 23 to 25c nominal, depending upon quality, with city skins figured in a range of 30 to 35c nominal.

New York trimmed collector kipskins are quoted at \$8.20 for 12 to 17's and \$8.50 for 17's and up.

Wool Pelts

Shearlings are holding up fairly well, big packers say, while they report business at \$2.65 for No. 1's, \$2.00 to \$2.10 for No. 2's, and \$1.50 to \$1.60 for No. 3's. However, some doubt that these prices are being obtained on all sales.

It is felt in some quarters that the prices on some business are anywhere from 25 to 50c lower, and that the bulk of the business is consummated at those levels. With mouton demand so light, and garment tanners showing a little demand as possible, although better than it has been in a long time, it is hard to visualize a very strong market in shearlings. Spring lambs, which are in very short production with some sellers, are holding unchanged, bringing anywhere from \$2.00 to \$2.65 per cwt., depending upon producer and the point of production.

Pickled Skins

Pickled skins are very slow. There are offerings around, but sellers, finding the market very slow, are producing as little as possible. Price ideas are around \$10.00 to \$11.00 per dozen for big packer lambs, new production. Old skins are just about gone.

Horsehides

Horsehides are holding up well. Sellers claim that prices of \$9.00 to \$9.50 are being paid for 70 lb. Northern hides of good quality. Untrimmed hides are bringing about 75c more. Fronts, good quality Northern No. 1's, are bringing up to \$7.00, although \$6.50 is quoted on some. Butts, basis 22 inches and up, are quotable around \$3.00 to \$3.50 according to quality, f.o.b. shipping points.

Dry Sheepskins

Rawstock markets opened quietly but selling quarters state there seems to be more inquiry from Fulton County even though no business has developed. More buying interest has come into the market but as buyers and sellers continue apart in their ideas of value, it will be interesting to see who will win out regarding prices. It is expected that tanners and manufacturers will want skins after they resume operations following their vacation periods. Views of both buyers and sellers have shown little change from our recent reports.

Hair skin markets are firm and reports from the Cape indicate that following sales to England of gloves at 130 shillings for westerns and 120 shillings for woolies and Persians, they have reduced their ideas for the woolies and Persians but would still pay 130 shillings for westerns. Not many offers

received here as shippers are in a well sold up position and asking prices are higher than what U. S. buyers have been indicating. About 10,000 Berberah blackhead sheepskins, suitable for "friezing" sold at \$1.20 per lb., c.&f., basis all heavies, Brazil cabrettas are firm at \$13.50-14.00 per dozen, as to districts.

Some interest in Addis-Ababa slaughterers at \$11.50 and possibly up to \$12 would be paid for a good lot of skins but as asking prices are higher, few sales noted.

According to reports the last of the Chilean frigorificos cleaned up about 150,000 sheep and 60,000 lamb skins. Prices realized withheld but said to have been slightly lower than what some of the other frigorificos obtained earlier.

There has been little change in the foreign shearing situation. Most operators state that asking prices are above their ideas of value. The shorts have been more active but there has been a slowing up in these of late either due to lack of offers or else price has been advanced above the view of buyers.

Reptiles

It is understood that there has been some business passing in practically all descriptions of reptiles. Following such sales, shippers firmed up in their ideas. Buyers, in view of the fact that most shoe manufacturers are closing down for their vacation periods, are unwilling to do anything at the moment until operations are again resumed. Reports from the Argentine that not many back cut lizards available. Occasional sales noted of ampalaguas to those buyers who are anticipating their requirements but most operators waiting for offerings of lizards. Regular assortment ampalaguas quoted \$1.65. Brazil back cut tejus are quoted in a range of prices depending upon shippers and assortment. Some good lots of 20/60/20 assortment sold at 33c f.o.b. Giboias are variously quoted from 85c to \$1.00 f.o.b., as to sellers.

Madras bark tanned whip snakes, 4 inches up, averaging 4½ inches, 70/30 selection, have been selling at 85-90c with sellers now asking 90-95c for business. Offerings coming in via Europe down to 80c, which seems to be buyers views at the moment though it is believed additional business possible at the 85c figure. Cobras are held at 65c and large size vipers at 46-47c. Some interest in the latter but at much lower levels. On a combined offering of whips 4 inches up, averaging 4½ inches, 70/30 selection, 87c asked along with 60c on the cobras and 40c for the vipers. 4 inches up, averaging 5 inches, 80/20 selection.



CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

AMALGAMATED LEATHER CO'S, INC.

WILMINGTON 99, DELAWARE

Calcutta bark tanned whips, 4 inches up, averaging 4½ inches, 60/40 selection, sold at 55c and 4½ inches up averaging 4¾ inches, 65/35 assortment sold at 78c. Other offerings noted at prices which buyers admit are in line with their views but they are unwilling to do anything until after the fourth of July. Not many offerings from Siam as available stocks limited and confined to small sizes, which buyers not interested in. Diamond pythons, 20 cms. up, avg. 22 cms. 90/10, sold \$1.40. About 10,000 chouyres sold for shipment at 42c for 8 inches and up and 22c for 6/8 inches, 90/10 selection while 8 inches and up chouyres alone available at 40c.

Deerskins

Reports that some sales have been made of Brazil 'jacks' at 49c f.o.b., basis importers and that more can be sold at this price. Most selling quarters state they have been unable to obtain offers from reliable shippers (those that will deliver whether the market goes up) at under 50c f.o.b., basis importers with most of them having higher views. Some agents claim that bids of 49c f.o.b. have been refused by their shippers. A spot lot of Peruvian 'jacks' sold at 45c ex-dock, basis importers. Tanners generally have shown little interest and then at low levels.

Pigskins

Late reports from primary markets that due to European operations, shippers have firmed up in their views. Manass grey peccaries are variously quoted from \$1.75-1.90 f.o.b., basis importers as against buyers ideas here of about \$1.50 f.o.b. Bid of \$1.45 f.o.b. refused for Ceara peccaries, all greys and primes, with 5c more firmly asked. Paraguay jabalies, greys and blacks, held at \$1.65 f.o.b. Some business done in selected Argentine jabalies at \$2.00 f.o.b., but generally offerings lacking. What interest evident seems to be for leather or spot raw skins as buyers feel anything bought now will come in too late for this season and they are unwilling to have inventories on hand.

Goatskins

With tanners generally out of the market due to the July closings, there is some talk of an easier tone. Although buyers, who are not interested anyway, have lowered their bid prices, markets at origin continue to hold firm. Traders in general look for a quiet period until mid-July.

Increased offerings of Bati skins are noted; some business was reported at less than \$16.00 per dozen c.&f. with some top-grade skins moving at \$16.00 and \$16.25 per dozen c.&f. Further offerings are rumored at \$15.50 in some quarters.

Asking prices on Amritsar type skins are still pegged at \$12.00 per dozen c.&f. for 1200 lb. skins. Some bids are made at \$11.50. Southern India skins are held at \$12.00 per dozen c.&f. for 170-180 lb. skins for Madras, Coconadas and Deccans.

WANT ADS

ADVERTISING RATES

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situation Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Wednesday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.

300 W. Adams St. Chicago 6

Special Notices

"Shoe Fashions—The World Over"

Write for free booklet describing leading imported shoe style publications.

OVERSEAS PUBLISHERS' REPRESENTATIVES

68 Beaver St., New York 4, N. Y.

Cowboy Boot Uppers

WE ARE NOW MAKING cowboy boot uppers for custom trade. Will use your patterns or ours. Finest quality materials. Fast service. Any quantity. Send your specifications for prices.

JONES BOOT & SADDLE MFG. CO.,
307 Third St.,
Lampasas, Texas.

Wanted to Purchase

One 24" "Traud" Shaving Machine
Must be in good condition.

Address F-12,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Wanted

TANNERY—Small or Medium size, tanning chrome-tan grain leathers and/or splits. Vicinity of Chicago or Milwaukee preferred, or Midwest. All replies strictly confidential. Address F-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

LAST REPAIRING

Instead of buying new lasts, let us show you how you can save money by having your old lasts repaired or remodeled. We feature a special patented method of repair. Write for information.

MILWAUKEE LAST REPAIR CO.

402 S. 5th St.
Milwaukee 4, Wisconsin

Tanned BUFFINGS Wanted

Regular Buyer.
State quantities and price.
Address G-2,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Help Wanted

Shoe Salesman

SALESMAN WANTED: To carry a line of Penna Prewelt Shoes for Infants and Children to the Mail Order and Chain accounts in the New York and Boston Territories.

The Durable Shoe Co.,
Palmyra, Pa.

Leather Salesman

WANTED: Experienced leather salesman, full line imported leathers, principally sheep and lamb, including chamois and doeskin. Write full qualifications, salary expected.

Address F-11,
c/o Leather and Shoes,
20 Vesey St., New York 7, N. Y.

Experienced Welting Man

BOSTON CONCERN wants man experienced in the manufacture of Goodyear and synthetic welting.

Address G-1,
c/o Leather and Shoes,
10 High St.,
Boston, 10, Mass.

Situations Wanted

Leather Buyer

LEATHER BUYER of long experience seeks change. Has bought all types of leathers for chain of women's factories. Can save large firm money on leather purchases. Address G-8, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

A PLACEMENT BUREAU

for Salesmen, Superintendents, Foremen, Chemists, Sales Managers and others.

We have positions open, also qualified men for positions you may have open.

AL HOWE SERVICES, Inc.

(A Management Service)
5629 W. 63rd St., Chicago 38

NEWS

(Continued from page 14)

Central Scientific Research Institute of the shoe industry is reported to be studying the utilization of skins and hides of other sea beasts. The tanned sealskin is said to closely resemble kidskin. Walrus hides and Black Sea dolphin skins have been converted into suede leather which has been used for men's and women's shoes. The Institute is giving particular attention to whale hides, the hide of one whale being equivalent not state that the thickness would also be about the same equivalent.

Sore Feet Cause Of Absenteeism

Employees with sore feet cost their bosses \$100 million last year in absenteeism and operating inefficiency, *Business Week* reports. The magazine says it has been estimated that 16 percent of all industrial workers lose as much as a day's work per month because their feet hurt.

Aching feet result in slower work and less efficiency in plants, says *Business Week*. In stores, they mean irritable clerks, greater breakage of merchandise, mistakes—even lost sales and angered customers.



PAUL SIMONS

... president of Simons Hide & Skin Corp. and the Boston Hide and Skin Brokers Assn., who has been named co-chairman of the Northeastern Region, National Conference of Christians and Jews. Extremely active in community affairs in Brookline (Mass.) and Boston, Simons will serve with regional co-chairmen James T. Gormley, president of Day-Gormley Leather Co., and Dr. Howard M. LeSourd, Dean of the School of Public Relations, Boston University.

Coming EVENTS

July 10-14—Annual Convention, National Leather & Shoe Finders Assn., Hotel New Yorker, New York.

July 24-27, 1949—Baltimore Shoe Club Show, sponsored by the Baltimore Shoe Club and Baltimore Chamber of Commerce, Lord Baltimore Hotel, Baltimore, Md.

Aug. 8-12, 1949—National Luggage and Leather Goods Show, sponsored by Luggage and Leather Goods Manufacturers of America, Inc. Hotel New Yorker, New York City.

Sept. 6-8, 1949—Spring Showing, Allied Shoe Products and Style Exhibit, Hotel Belmont Plaza, New York City.

Sept. 7-8, 1949—Official Opening of American Leathers for Spring and Summer, 1950, Waldorf-Astoria Hotel, New York City. Sponsored by Tanners' Council.

Sept., 1949—Child Foot Health Month, National Foot Health Council.

Oct. 31-Nov. 3, 1949—National Shoe Fair, Chicago, Ill. Sponsored by National Shoe Manufacturers Assn. and National Shoe Retailers Assn. Headquarters at Palmer House.

Nov. 2-3—Fall Meeting and Annual Convention, National Hide Assn., Edgewater Beach Hotel, Chicago.

Nov. 3-4, 1949—Annual meeting Tanners' Council of America, Inc., Edgewater Beach Hotel, Chicago, Ill.

Nov. 5-9, 1949—Pennsylvania Shoe tel, Pittsburgh, Pa.

Nov. 6-9, 1949—Advance Spring Showing, Southeastern Shoe Travelers, Inc., Sheraton Bon Air Hotel, Augusta, Ga.

Nov. 6-9, 1949—Annual Michigan Shoe Fair, sponsored by Michigan Shoe Travelers Assn. and Michigan Shoe Retailers Assn. Hotel Statler, Detroit, Mich.

Nov. 12-16, 1949—Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers and Travelers Assn. The Benjamin Franklin, Philadelphia, Pa.

Nov. 13-16, 1949—Spring Shoe Show, sponsored by Southwestern Shoe Travelers Assn. Adolphus, Baker & Southland Hotels, Dallas, Tex.

Nov. 27-Dec. 1, 1949—Popular Price Shoe Show of America, sponsored by New England Shoe and Leather Assn. and National Assn. of Shoe Chain Stores, Hotels New Yorker and McAlpin, New York City.

Index to Advertisers

Acme Leather Co., Inc.	28
Amalgamated Leather Cos., Inc.	40
American Extraot Co.	39
Armour Leather Co.	36
Armstrong Cork Co.	3
Beckwith Mfg. Co.	17
Boston Machine Works Co.	27
California Tanning Co.	38
Carr Leather Co.	36
Dewey and Almy Chemical Co. Front Cover	
Eagle-Ottawa Leather Co.	37
Eberle Tanning Co.	33
Gaywood Mfg. Co.	24
Gebhardt, A. L., Co.	34
Geilich Leather Co.	35
Goodrich, B. F., Chemical Co.	5
Greenebaum, J., Tanning Co.	31
Hadley Bros.-Uhl Co.	23
Howe, Al, Services, Inc.	41
Howes Leather Co.	7
Huch Leather Co.	21
Independent Die & Supply Co.	22
Korn Leather Co.	22
Laub's Sons, George	38
Law Tanning Co.	35
Lincoln, L. H., & Son, Inc.	38
Linen Thread Co., Inc., The	10, 11, 12, 22, and 24
McAdoo & Allen Welting Co.	37
Milwaukee Last Repair Co.	41
Monarch Leather Co.	36
O'Keefe, Thomas A., Co.	37
Orthmann Laboratories, Inc.	30
Ormond Mfg. Co.	28
Quirin Leather Press Co.	28
Rees', Hans, Sons	34
Robeson Process Co.	38
Ross, A. H., & Sons Co.	36
Rotary Machine Co., Inc.	20
Schiff Ribbon Corp.	13
Schlossinger & Cia., Ltda.	32
Seton Leather Co.	24
Slattery Bros., Tanning Co.	28
Stern Can Co., Inc.	32
Surpass Leather Co.	30
Thiele Tanning Co.	26
United Shoe Machinery Corp. 2, 19, and 43	
U. S. Leather Co.	Back Cover
Windram Mfg. Co.	32
Winslow Bros. & Smith Co.	26
Wisconsin Leather Co.	29

**Advertise
Your Leathers
in
LEATHER and SHOES**

HOW TO HAVE *Permanent Wood Heel* *Attaching* **AT LOW COST!**

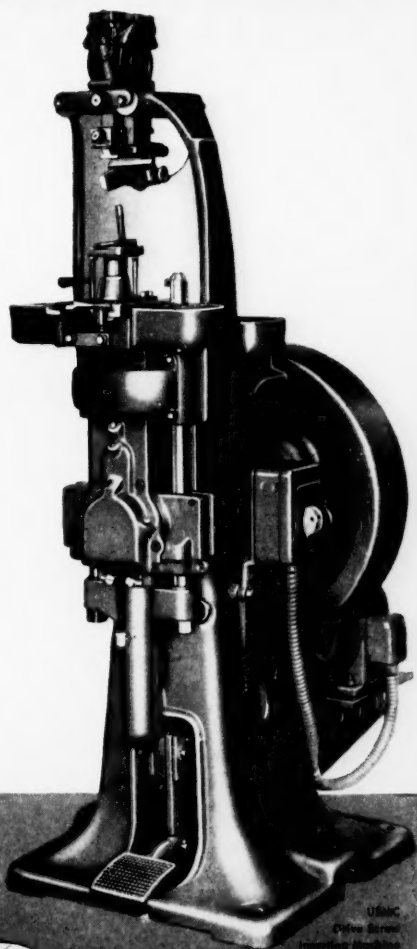
With the **USMC DRIVE SCREW INSERTING MACHINE**, screw reinforced wood heel attaching can be reduced from 5 to 3 operations with a corresponding reduction in costs. And because this machine is fast it can lower costs still more!

The cement-coated drive screw holds the heel firmly in place during heel and edge finishing and heel nailing, then remains permanently to add a reassuring margin of strength.

The results? Manufacturers protect themselves, their retailers and the wearer at very low cost against loose and lost heels.

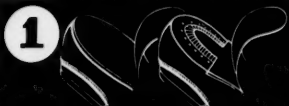
Over 20,000,000 pairs have already been attached with complete satisfaction. It's a machine that is ruggedly built to operate day after day with exceptional economy.

Find out exactly how this machine can improve the value of your shoes — get complete details from your United branch office.



The Drive Screw Method

A sequence of heel attaching operations
utilizing the
Drive Screw Inserting Machine



HEEL SEAT FITTING — This important first step in heeling operations utilizes a heel seat fitting machine to create a complementary fit between the heel seat of the shoe and the cup of the heel.



SCREW ATTACHING — The shoe, either on or off the last, and the heel are placed in the Drive Screw Inserting Machine which clamps the heel solidly in place and inserts a cement-coated drive screw to fasten the heel to the shoe.



HEEL NAILING — In the final operation, maximum security is obtained when the heel is nailed from inside the shoe with five nails by a wood heel nailing machine.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

THOUGH THE WEATHER IS HOT

LEATHER *is NOT*



LEATHER IS POROUS — Allows Cooling
Ventilation—Prevents hot and stifled feet.

The Ultimate Buyers of your shoes deserve the
foot health and comfort that Leather affords

Ask For The Finest—

"U.S. LEATHER"



The
**UNITED STATES LEATHER
COMPANY**

